THE LITERARY DIGEST

(Title registered in U. S. Patent Office and in Foreign Countries)

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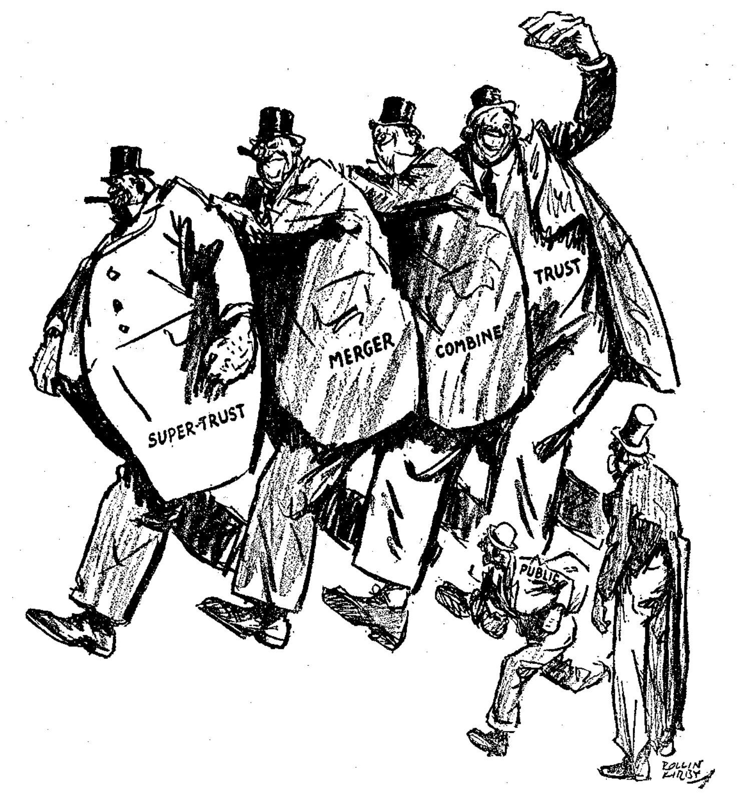
TOPICS OF THE DAY

(This title registered in U. S. Patent Office)

THE URGE TO MERGE

IN SUCH SWIFT SUCCESSION do giant mergers follow one another that editors find themselves dizzy keeping up with them. One day the new industry of aviation "puts on long pants" with the announcement of a $70,000,000 consolidation; next, two of America's greatest stores unite as evidence of the merger trend in merchandising; great New York banks announce weddings every week or so; holding company follows holding company in tying together our public utilities in complicated systems of interconnecting chains. The firm of Morgan in the last few days plays a leading part in new power consolidations and in organizing a great food-producing corporation, capitalized at around half a billion dollars. On one day last week a reader of the New York morning papers scanning the financial pages found these head-lines meeting his eye: "New Morgan Food Stock Leads Curb"; "Morgan Utilities Spread in South"; "Bank Reports Show Effect of Mergers"; "Department of Justice Officials Considering Methods in Regard to Mergers"; "Boston and Maine Would Absorb Bangor Road." And so it goes, while editors wonder over the significance of the new merger era and the public's acquiescence therein, financial writers analyze its effects, Senators talk investigation, and public officials ponder new methods of regulation and control. At this time newspapers find most appealing a suggestion made by Col. William J. Donovan, who had much to do with application of the Sherman Anti-Trust Law, when he was Assistant Attorney-General. In a speech before the Pennsylvania Bar Association he advocated, according to a Philadelphia *Inquirer* summary:



CLUMP! CLUMP! CLUMP!

—Kirby in the New York *World.*

"First, that a Federal Industrial Court be established; second, that this court shall have jurisdiction of all interstate trade and commerce, except public utilities; third, that parties entering into contracts or combinations with each other should have the right to submit to this court their plans for combination, for advice as to whether or not it violates the Sherman Anti-Trust Law; fourth, that approval by this court of the combination shall be final, unless within a specified time the Attorney-General shall demand a rehearing; fifth, that the Attorney-General shall have the right to submit to the Industrial Court any proposal concerning which he is doubtful; sixth, that upon the dissolution of a corporation by decree of court, the plan of reorganization shall be assigned to the Industrial Court for the evolution of a plan of reconstruction and reorganization."

"In no way would it weaken the Sherman Law," said Colonel Donovan of his plan, "and yet it would provide a test which the honest business man could regard with confidence when he had in view the acquiring of the property of a competitor." The suggestion "carries powerful appeal," says the Philadelphia *Bulletin.* More is certain to be heard of it, thinks the Pittsburgh *Post-Gazette.* We read in the Philadelphia *Public Ledger:*

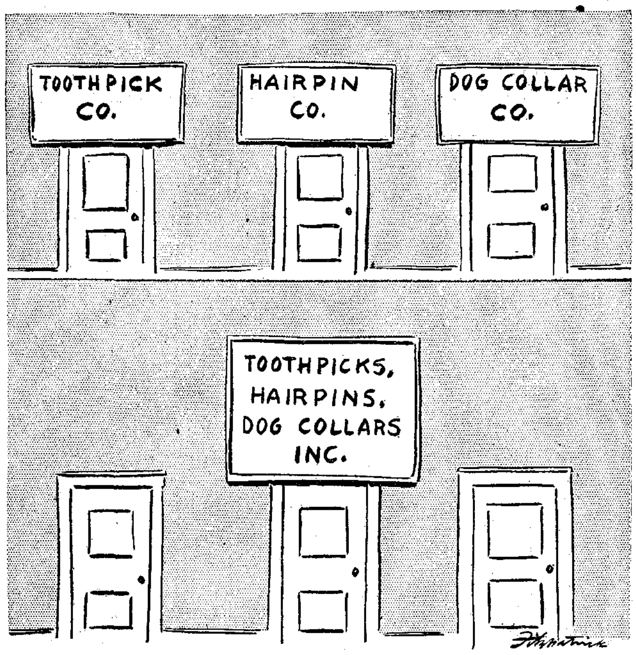
"For years many of the great corporations when contemplating a merger have made it a practise to lay their plans before the Attorney-General's department. And in most instances where the department has advised against a merger it has not been put through.

"An Industrial Court would serve much the same purpose. Modern corporations represent such vast investments and have so much at stake that a majority of them are only too anxious to keep within the law. Unquestionably they would welcome any plan that would enable them effectively to avoid costly and perhaps irreparable entanglements with the anti-trust laws."

This is but one reaction to what the Norfolk *Virginian-Pilot* calls "a merger epidemic that has been sweeping the whole face of American business and industry for several years." The remarkable thing, as this paper sees it, is the lack of popular protest:

"Either the linking up of independent manufacturing and distributing units into vast chains and mergers is an irresistible and beneficent economic development, or it is an ominous development, the effects of which are not yet realized by our economists and lawmakers. In the Roosevelt trust-busting era these developments would have been regarded as *per se* evil. That under the Coolidge-Hoover era they are regarded as *prima facie* beneficent is a miracle in altered public thinking that has stolen upon the country almost unawares."

True, these things do not go on without lively discussion, as the New York *World* reminds us: "Senator King of Utah has called upon the Attorney-General of the United States to investigate the new combination of food companies; other Senators and Representatives are reported to be conferring upon a plan for a Congressional investigation of the huge bank mergers which have recently been effected, and Governor Roosevelt, meantime, plans an inquiry into the new power merger in so far as it affects the interests of New York State." But in most of these cases, it is observed, the motive behind the inquiry proposed "seems to be one of precaution rather than of hostility." And *The World* explains that:


TOOTH PICK CO.
HAIRPIN CO.
DOG COLLAR CO.
TOOTHPICKS, HAIRPINS, DOG COLLARS INC.

THE MERGER MANIA

—Fitzpatrick in the St. Louis *Post-Dispatch*.

> "The old-fashioned trust which developed out of the conditions of a generation ago was a crude and brutal creature when compared with the modern merger. Instead of buying out its competitors at fair and sometimes fancy prices, it preferred to knock them out with a club.
>
> "The renewed trend toward combination apparently carries no menace of a return to conditions of that sort. The questions which it raises are more subtle; they center around the results of the control of such enormous resources by a very few."

Whether such centering of control is desirable is a question which the Utica *Press* finds "by no means answered":

> "Grave social dangers, at least, seem inherent in the possible replacing of independent or small groups of associated industries by great or huge consolidations, with control concentrated in few hands. Such development may be natural and inevitable, but it is entirely possible for it to come too fast and before society is prepared to cope with the situation it would present."

Some justification of public indifference to the merger "bugaboo" is found by the Boston *Transcript* and Philadelphia *Record* in a statement recently made by the National Industrial Conference Board in connection with its study of consolidations in industry. It is found that the upward trend of prices has been much less pronounced in those branches of manufacturing where consolidations have been dominant factors. Particularly in recent years, technological progress seems to have been somewhat more rapid among amalgamated enterprises than among independents. All in all, the results of the study convince the Conference Board "that the improvements in productive efficiency and the stimulus to technical progress for which consolidations have been measurably responsible, have brought about lower prices to consumers and steadier employment for employees, so that the public generally has shared in the economic advantages of consolidation."

The radical and the Socialist may well look favorably upon this urge to merge, argues Heywood Broun in *The Nation:*

> "Utopian dreams of the four-hour day and the five-day week assume immediacy only when they are translated into terms of industrial unification and organization. Of course, the scheme of fattening trusts up for the public good has its dangers. In the case of utility corporations, for one, we have seen the manner in which giant combinations tend to seek control of public opinion and to influence information and control legislation. No one should deny that there is a risk in allowing the erection of vast citadels of capital. But the risk must be taken. There is no other way. In spite of persuasive sentimentalists no one can seriously consider a return to the old days of handicraft. While it is true that the artizan of an age which is past may have had more fun in his job than a Ford employee pressing some single gadget, it is well to remember that he had to stick to his bench during hours which now seem inconceivable to most of us. Most of the tears which have been shed over the passing of the candlestick-maker and the weaver and the tinsmith were not shed by any of the members of those arduous occupations.
>
> "The world is coming to think of work as a necessary evil. Organize, and it can be reduced to a minimum. Some of us today take setting-up exercises that we may live. We don't pretend to think that it is enjoyable to touch the fingers to the toes a dozen times, or yet a hundred. But the whole business may be stuffed into a small compass. So it may be in time with labor. But first we must rid the world of that grinding false god called competition, which actually means that three people perform a task which could be better done by one under more shrewdly devised circumstances."

Naturally it is impossible to discuss each and every type of merger that has aroused popular interest in recent months. Perhaps the most striking, because it seems to come home so to our daily lives, is the announced formation of a holding company under the direction of J. P. Morgan & Company of the well-known food-producing concerns: Fleischmann & Company, Royal Baking Powder Company, E. W. Gillette Ltd. (largest Canadian baking-powder producer). Chase and Sanborn Company, sellers of tea and coffee, are expected to join later. According to the New York *World*, the new concern will be known as Standard Brands, Inc. It seems to the Chicago *Journal of Commerce* that "consolidations in the food business are likely to grow in number and volume":

> "It has been discovered that a single company can adequately produce a diversity of products that formerly were considered too unrelated to be produced under a single management. For example, the Postum Company, which formerly confined itself to the production of cereals and of a substitute for coffee, has in the last four years acquired the Jell-O Company, Igleheart Brothers (cake flour and allied commodities), the Minute Tapioca Company, Walter Baker and Company, Ltd. (chocolate and cocoa), the Franklin Baker Company (desiccated cocoanut), the Log Cabin Products Company (table syrup), Richard Hellmann, Inc. (mayonnaise), the Cheek-Neal Coffee Company, La France Manufacturing Company (laundry powders), the Calumet Baking Powder Company, and the Certo Corporation, producer of concentrated fruit products.
>
> "The unrelated lines have been discovered to possess an essential relation. The relation is that they must all enter the same channel to reach the consumer. All of the products now under the banner of the Postum Company, and all the products in the much greater consolidation that has now been announced by the Morgan firm, reach the consumer through the grocery. The same retail store handles them all. In the last few years it has been

"WHAT DO YOU KNOW ABOUT THAT?"

Test your knowledge by the questions below. If you can not answer them, turn to the pages indicated. Each one counts 5.

1. What breed of dog is best at leading the blind? (p. 36).
2. What is going on at Barcelona? (p. 15).
3. Where are the hard-water States? (p. 27).
4. Have we a permanent conscription law? (p. 12).
5. What is Labor's chief criticism of the Church? (p. 22).
6. Is the French press friendly to the United States? (p. 16).
7. Has Colonel Lindbergh a right to privacy? (p. 41).
8. How deep in the earth must we go to reach molten lava? (p. 30).
9. Who is Margaret Bondfield? (p. 14).
10. Where is Taos? (p. 18).
11. Are beauty contests worth the effort? (p. 24).
12. Are Jews barred from joining college fraternities? (p. 24).
13. What two airmen made the first successful transatlantic flight in 1919? (p. 48).
14. How could the Church fill its pews with workingmen? (pp. 22 and 23).
15. Which is the best side to fight a fire? (p. 26).
16. Why is it sometimes necessary to teach dogs to be disobedient? (p. 38).
17. What weed causes the highest percentage of hay-fever? (p. 28).
18. For what great beneficial industrial change is the Church partly responsible? (p. 23).
19. Do manufacturing industries concentrate in hard- or soft-water districts? (p. 27).
20. Does Hinduism seek converts from other faiths? (p. 24).

demonstrated that a single firm can produce them all and transmit them to the retail store. The newly announced consolidation of food producers, as well as similar consolidations in the past and others that may come hereafter, will foster economy in production and distribution."

But "it is a dangerous thing to play with the food of the people," remarks the New York *Evening World;* this combine "should be scrutinized carefully by those charged with the enforcement of anti-trust laws," advises the Washington *Post.*

Another sign of the times is seen in the purchase of "one of America's great stores," to use the phrase so familiar to radio listeners, by a still greater store. For it has been announced that R. H. Macy & Company of New York have taken over L. Bamberger & Company of Newark, in what the newspapers call a $300,000,000 merger. On this the Boston *Herald* comments:

> "These mergers of department stores are merely a sign of the times and another manifestation of that revolution which Henry Ford did so much to bring about—mass production. Various difficulties have retarded the process among department stores, but the rate at which the mergers are taking place now suggests that energetic merchants are making up for lost time. The merging spirit is in the air, and economists believe that we shall have more of it, rather than less. Far-sighted business men are already wondering what the next step in business organization will be. They believe that the present practise is but a step to something even more striking."

Aviation comes into the picture through the recent organization of the $70,000,000 Curtiss-Wright Corporation, which unites a dozen aircraft manufacturing and distributing organizations, and joins two of the most famous names in aeronautical history. This follows several other small mergers. Before very long a small group of holding companies will control the field, say writers for the financial press. At present, says a writer in the New York *Times*, the competition between the leaders in the industry will not take the form of price-cutting, but "will be rather in the novel form of a race of research between forces of engineers, chemists, and scientists employed by the companies to evolve aeronautical products superior to those of their rivals."

Mergers and organizations of holding companies in public-utility fields are an old story, which is freshened by the recent announcement by J. P. Morgan and Company of a $650,000,000 merger of New York State hydroelectric companies. This has naturally aroused much discussion in the New York State press, and Governor Roosevelt has asked the Attorney-General of the State to investigate and report whether "any provisions of the law, in letter or in spirit, are being violated." As a sequel to the creation of this Morgan-New York super-power system, public-utility men look ahead, we read in the New York *Times*, to the alinement of the country's public utilities into three major groups—a Morgan group in the East, an Insull group in the Middle West, and a group on the Pacific coast. The reported possibility of a tie-up between the Insull utilities and the North American Company points to the development of two giant consolidations beside which other groups, tho great in themselves, would sink into the rôle of minor companies, suggests a writer in the New York *Journal of Commerce.* With power companies acquiring a nation-wide scope, Clinton W. Gilbert argues at some length in the New York *Evening Post* that the time is ripe for Federal regulation of power. Both satisfaction and alarm characterize editorial comment on the power mergers. The Philadelphia *Evening Bulletin* says:

> "The mergers and pools that have recently been effected foreshadow still greater development of electricity. In the proper economic nature of things this should make electricity cheaper and cheaper, so that it will presently be the universal American facility, for home, for factory, for transportation, and every requirement that power directly or in any of its myriad translated forms, can serve."

But the Nashville *Banner* pictures the United States as "being divided somewhat in the manner of conquered territory by victorious chieftains":

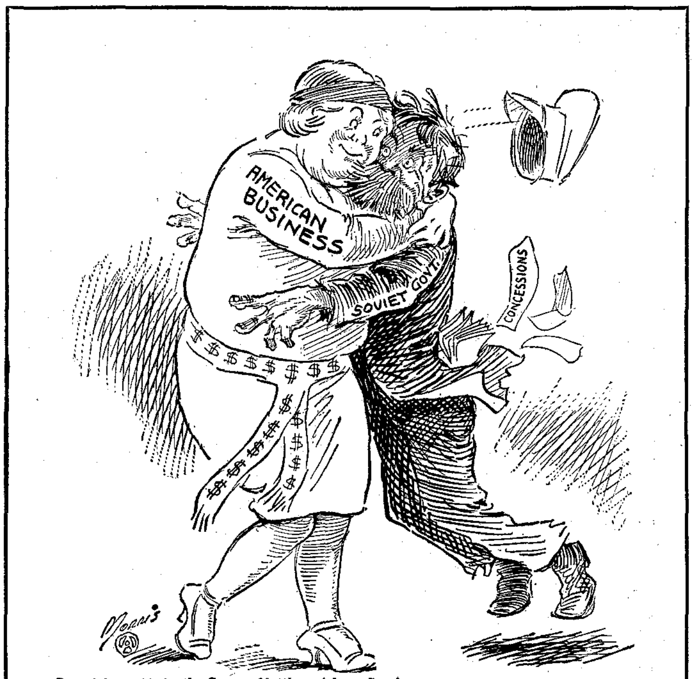
> "The larger part of its population, industry, and commerce, most of its great cities are subject to only two magnates of the utility field, not rivals, but allies, with billions of capital under their direction. It is plain that every essential of a vast power trust, the most formidable and far-reaching aggregation of capital this country or the world has seen, one overshadowing all other forms of industry or business and challenging government itself, is already in existence."

And "the bank-merger movement is challenging utility combines for preeminence in the world of finance," continues the Tennessee paper. We are reminded by other dailies that there were more than a hundred banking mergers in the United States in the first quarter of 1929. There have been a dozen important mergers of big New York banks since the beginning of the year. According to a writer on the financial page of the New York *Herald Tribune,* first place in total resources goes to the National City Bank, with $2,035,000,000 after the merger with Farmers Loan Trust; second place to Guaranty Trust (with its acquisition of the National Bank of Commerce) with about $1,740,000,000; and third to the Chase National (now absorbing the Park National) with $1,690,000,000.

Such bank consolidations "are the inevitable accompaniment of the consolidations which have been going on in the industrial field," remarks the Schenectady *Union-Star*, and the Chicago *Daily News* finds "ample economic justification" for the trend. Yet the alarm is raised in Congress. To Senator Connally (Dem., Texas) "it looks as if the country would be controlled by a few very wealthy people." And from Senator Walsh (Dem., Montana) comes the observation: "It looks dangerous to me."

BRITAIN'S "TRUCE WITH THE BEAR"

THE CHANGE that has taken place in Great Britain's foreign policy as a result of the Labor victory is shown, say American newspaper editors, not only by Prime Minister MacDonald's keen interest in a new naval accord, but also by the official announcement that steps are being taken to resume diplomatic relations and draw up another trading agreement with Soviet Russia. Diplomatic and trade relations were broken off, it will be recalled, after the Conservative Government's raid on Arcos House, London headquarters of the Russian Commercial Mission, in May, 1927, had revealed incriminating papers. But, points out *The Nation* (New York), "the new Labor Government had no sooner begun smoking the underslung pipe of peace with Ambassador Dawes than it turned to relight the pipe of peace with Russia." The first thought in this country, on reading the news from London, is to ask what effect this move of Great Britain's will have on our relations—or lack of them—with the Soviet. Our State Department has never recognized the present Russian régime. On the other hand, American business men have not hesitated, in recent years, to do business on a large scale with the Soviet Government. Trade between Russia and the United States last year is said to total $115,000,000, or more than twice the annual trade with Czarist Russia. Last year, says *The Nation*, Russia bought some $54,000,000 worth of cotton in the United States. In the opinion of this liberal weekly:



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IT DEPENDS ON THE POINT OF VIEW

"Uncle Sam doesn't see a thing in you, but I know you have a heart of gold."

—Morris in the Brooklyn *Citizen.*

> "The hullabaloo over the question of recognizing Russia seems somewhat absurd in the light of these facts. As little as five years hence probably the fuss will seem utterly incomprehensible. Already the change is complete in England. Ramsay MacDonald was attacked for recognizing Russia in 1924; no one attacks him now. We shall not hold out long in this country.
>
> "Essentially, Washington's long refusal to recognize Russia has been an effort to force Russia to revise her legal system and to change her attitude toward the profit system. The effort has been camouflaged—at first with shouts that the Bolsheviks were pro-German; that their power was waning. But most of the proclamations of our Secretaries of State have called it insisting that Russia 'recognize her international obligations,' but their definitions of 'international obligations' have been plain enough. Other nations have been permitted to 'refund' their debts to us—partial payment in lieu of repudiation. The Russians have not been allowed even to discuss whether and what they should pay. Secretary Hughes used to insist that they must first 'demonstrate their good faith,' apparently by revising their laws in regard to property.
>
> "Business men are less interested in general principles. They have felt their way toward business with Russia slowly, but with vastly more interest in practical results. The continued refusal of our Government to give diplomatic recognition to Russia deprives our citizens in Russia of consular protection, it makes long-term credit in the United States difficult, and interferes with the flow of gold. Undoubtedly it has delayed the development of American trade with Russia, but that is all. It is utterly without effect upon Russia's internal policies."

Great Britain's chief motive in reestablishing relations with Russia, notes the New York *World*, is trade. The MacDonald Government, we are told, is seeking to diminish unemployment and industrial depression. Moreover, maintains the Norfolk *Virginian-Pilot:*

> "The British move is animated by sound judgment. The Soviet Government has now been established for ten years. Its existence is nowhere seriously challenged by the Russian people. To withhold recognition from such a government because of disapproval of the economic and political principles upon which it is founded is to pass judgment on the internal affairs of the Russian people in a manner that no government is warranted in doing. There are differences of political organization and of economic theory between all nations. In deciding on an about-face on the Russian question, the British Labor ministry sets an example which America might appropriately follow."

At this point, however, there arises a great editorial outcry against "compromising our integrity to increase our exports," as the Indianapolis *News* puts it. "We have not yet reached the stage where it is necessary for us to sacrifice our national honor in favor of business," adds the Grand Rapids *Herald*, which is published by Senator Vandenberg. "The United States will have nothing to do with a régime which seeks to preserve itself by destroying all other political systems," asserts *The Post*, from its vantage at Washington. "We can get along if we never sell Russia a dollar's worth of goods," declares the Detroit *Free Press*, and the Brooklyn *Eagle* is convinced that—

> "There is not the slightest indication that this country will follow the British lead in respect of Russia. Secretary of State Stimson has been approached on the subject, and lets it be known that we are not disposed to shake hands with the Soviet Government. In other words, we stand pat on the declaration of policy made by Mr. Hughes five years ago last December, when, under instructions from President Coolidge, he replied to a communication from M. Tchitcherin, Soviet Commissary for Foreign Affairs.
>
> "Now, when few remember what Mr. Hughes wrote on that occasion, these passages from his statement are worth recalling:
>
> "'The American Government . . . is not proposing to barter away its principles.
>
> "'If the Soviet authorites are ready to restore the confiscated property of American citizens or make effective compensation, they can do so.
>
> "'If the Soviet authorities are ready to repeal their decree repudiating Russian obligations to this country and appropriately recognize them they can do so.
>
> "'It requires no conference or negotiations to accomplish these results, which can and should be achieved at Moscow as evidence of good faith.
>
> "'Most serious is the continued propaganda to overthrow the institutions of this country. This Government can enter into no negotiations until these efforts, directed from Moscow, are abandoned.'
>
> "So far as propaganda is concerned, that danger—if it ever was a danger—has passed. But the issues of confiscated property and repudiated obligations remain. American business enterprise is penetrating Russia without governmental intercourse. It is greeted hospitably by the Soviet authorities. It would greatly expand if diplomatic relations were restored. But the initial steps in that direction will have to be taken at Moscow, unless the Administration here should recede from the position established by Mr. Coolidge and Mr. Hughes, and now approved by Mr. Hoover and Mr. Stimson."

CANNONISM VS. RASKOBISM IN VIRGINIA

DR. WILLIAM MOSELY BROWN, chosen as coalition candidate for Governor by the bolting anti-Smith element of the Virginia Democracy and by the Republican party of that State, has a campaign before him, it is freely predicted, that will call into play all that he has learned of human nature in his career as professor of psychology at the Washington and Lee University. "Straddling two straddling platforms isn't going to be pleasant to a bold independent in politics, however interesting the experiment might be to a psychologist," remarks Senator Carter Glass's Lynchburg *News*, which speaks for the State's regular Democrats who will choose their candidate in the primaries on August 6. The bolting Democrats, whose moving spirit is said to be Bishop James Cannon, Jr., of the Methodist-Episcopal Church, South, held their convention in Roanoke on June 18, and nominated Dr. Brown, a Democrat who campaigned and voted for Hoover last year. They adopted a platform eulogizing Prohibition and demanding the resignation of John J. Raskob as chairman of the Democratic National Committee. The Republican State convention, meeting in Richmond on June 26, also nominated Dr. Brown as Governor.

"If Professor Brown is able to conduct a campaign without antagonizing either group of his supporters, he will be a political marvel," remarks the Washington *Post*. "It will be difficult for this former professor of psychology simultaneously to be a partizan and a student, a fighter and an observer, a subject and a scientist, but if he is able to assume a dual rôle, he will come out of the gubernatorial melée with something more than a licking or a victory," comments the Richmond *News Leader*.

"As soon as the regular Democrats have nominated their State ticket on August 6, mighty political forces in Virginia will square away for a campaign which in intensity and bitterness probably will match even that of last year, when the State turned Republican for the first time since the Civil War," predicts J. F. Essary in a Richmond dispatch to the Baltimore *Sun*. And—

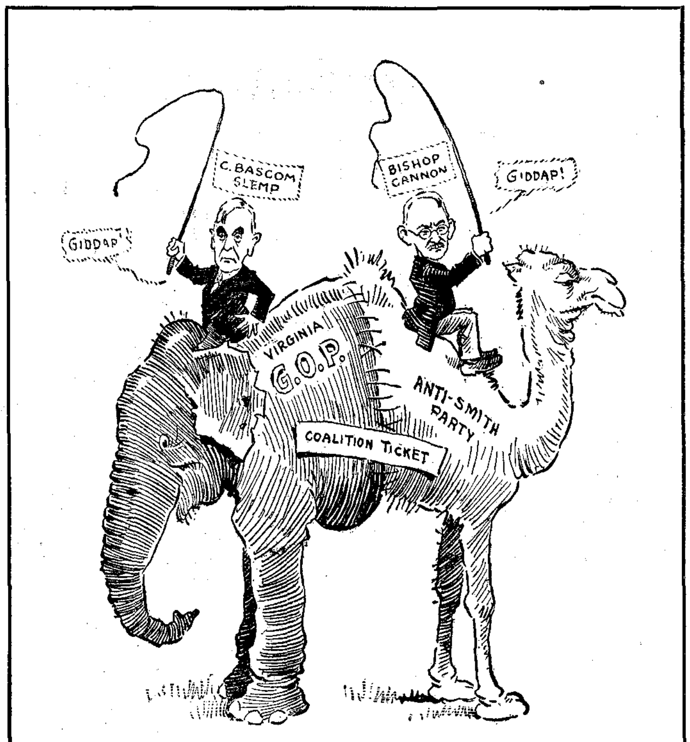
> "It will be a campaign of curious issues. On the one side there will be a State-wide outcry against 'Cannonism'—that is, against allowing a clerical politician to seize control of the State government.
>
> "On the other side there will be a continuous shout against 'Raskobism,' by which it will be meant that Virginia for a second time must repudiate all that the present Democratic national chairman stands for in party politics.
>
> "In other words, two men, one of whom has removed his residence to Washington in order to be the active head of the Prohibition lobby, and the other who has never lived in Virginia, nor visited it except to cross by motor or by train, are to figure more largely in this fight than all other personalities combined.
>
> "On the one side, again, there will be arrayed the Democratic regulars, led by Gov. Harry F. Byrd and Senators Claude A. Swanson and Carter Glass, determined to restore Virginia to the Democratic fold and to keep it there for another generation.
>
> "On the other side will be the Cannonite Democrats, still organized in every county, who are for a second time within a year in league with the Republican party, both in the State and nation, and who hope to capture the Governorship this autumn, and take the scalp of Senator Glass next year.
>
> "If they win this fight, as they won last November, they propose to carry their crusade, they say, against 'Raskobism' into other States, and even talk boldly of a third party, to be made up of the 'moral forces' of the nation at large."

"The burning issue of the contest is 'Raskobism vs. Southern Democracy,' to a discussion of which Bishop Cannon has devoted both of his recent pronouncements on the Virginia campaign," says J. N. Aiken in a Norfolk dispatch to the New York *Times;* and he explains further:

> "The agitation of this issue will have no effect on Republican voters, to be sure, but the Republican vote is a more or less constant quantity upon which the coalition candidates may count without fail. The doubtful factor in this year's electoral equation is the anti-Smith vote. This vote is essential to coalition success, and it can be kept in line, if at all, only by harping on the dangers of 'Raskobism.'"

Of the personality and views of Virginia's coalition candidate, we read as follows in a Richmond dispatch from Carlisle Bargefron to the Washington *Post:*

> "The professor is a youngish man, only thirty-five years of age, and with a determined outlook on life. As a professor in years past he has exprest himself quite freely and readily whenever his opinion was sought. The Democratic regulars say they have it that he once spoke of social equality between the races. The professor may have said this and he may not have. But the Democrats intend to spring it on him, and apparently are prepared to make quite a case of it.
>
> "Again the professor is reported on another occasion to have said that he did not see why the religion of John Purcell, State Treasurer, should be held against him. Purcell is a Catholic and has been an issue for several years. Brown's is a very high-minded thought, but let him utter it during the campaign and he will suffer from the very people from whom he hopes to draw his support. There were many former kleagles and former cyclops at the Roanoke convention that first nominated him."



THE "CAMELEPHANT"

—Seibel in the Richmond *Times-Dispatch.*

In Virginia this fusion ticket gets little encouragement from the State's leading dailies. Virginia's last experience with a fusion State government, back in the readjuster days of the 80's is not conducive to any great confidence in the altruistic protestations of those elements located in Washington, D. C., who picked Dr. William Mosely Brown as the candidate of the Republican-Ex-Anti-Smith-Cannonite coalition," declares the Norfolk *Ledger-Dispatch* (Dem.). The bolting Democrats "have taken the road that leads inevitably to absorption in the Republican party," thinks the Norfolk *Virginian-Pilot* (Dem.), which goes on to say:

> "The question of greatest uncertainty in this connection is how many of the 50,000 or 60,000 Virginia Democrats who voted for Hoover last fall will join this hegira to Republicanism, and how many will separate themselves from the movement as soon as it becomes clear, as come clear it must, that what is on foot is a scheme to shoo them into the Republican fold with a Raskob-Smith bogyman that will be junked as soon as the Democratic secessionists are safely corraled and branded."

Like most third-party movements, suggests the Richmond *News Leader* (Dem.) this organization of "the bitter-ender faction of the Hoover Democrats" should not be taken too seriously.

WILL THE SURPLUS HASTEN A TAX CUT?

THE GLOOM WHICH OVERSHADOWED the Coolidge Administration, following General Lord's statement that a $97,000,000 Treasury deficit was in prospect, is rather rosily dissipated by Secretary Mellon's gratifying announcement that the end of the fiscal year, June 30, finds Uncle Sam with the tidy sum of $185,000,000 in his strong box. In the face of a decrease of $57,000,000 in automobile and amusement taxes, an additional $52,000,000 awarded to the railroads by the Supreme Court for transporting the mails, income-tax refunds, a sizable shrinkage in corporation-tax revenues, smaller collections of back taxes, and an increase in governmental expenses of $204,000,000 for the year, the Government has been able to reduce its debt some $673,000,000 and yet have enough left in the Treasury to arouse discussion as to whether another income-tax cut will be justified.

TREASURY TRANSACTIONS, 1928-29

Transactions of the United States Treasury for the fiscal year ended June 30:

Receipts	Fiscal Year 1929	Fiscal Year 1928	Difference
Income tax	$2,330,000,000	$2,174,000,000	+$156,000,000
Customs receipts	602,000,000	569,000,000	+ 33,000,000
Miscellaneous internal revenue	607,000,000	621,000,000	− 14,000,000
Miscellaneous receipts	494,000,000	678,000,000	−184,000,000
Total ordinary receipts	4,033,000,000	4,042,000,000	− 9,000,000
Total expenditures	3,848,000,000	3,644,000,000	+204,000,000
Surplus	185,000,000	398,000,000	−213,000,000
Total public debt	16,931,000,000	17,604,000,000	−673,000,000
Average interest rate	3.94%	3.87%	
Interest paid	678,000,000	732,000,000	− 54,000,000

—Courtesy of the New York *Herald Tribune.*

Oddly enough, "the craze for security speculation, which is taxed by the Government, and the growing habit of cigaret smoking," together with an increase in individual income-tax receipts of $156,000,000, as the Baltimore *Sun* notes, is the explanation of the Treasury's favorable showing. The effect of the reduction in the national debt is shown in the saving of millions in interest charges during the fiscal year; the total debt is now a mere $16,931,000,000. A glance at the above table will enable the reader to compare the figures just published with the 1928 totals.

In the opinion of the Philadelphia *Inquirer*, two features of Secretary Mellon's report ought to contribute to the nation's financial comfort: "One is that it indicates rather wide-spread prosperity and good business conditions; the other is that we have been able to make another notable reduction in the public debt." The Hoover Administration has made an auspicious financial beginning, observes the Providence *Journal:*

> "It would have been unfortunate indeed if the Administration had been compelled to face a Treasury deficit at the end of the first fiscal year of its term. While it could not properly have been held responsible for the financial record of twelve months, when its actual conduct of affairs has covered slightly less than one-third of that period, nevertheless the contrast between the huge surpluses of the preceding Administration and a deficit in its first year would have had a bad psychological effect, not only upon the public mind, but also presumably upon the business world."

Happily, that possibility seems quite remote. But no sooner does the Secretary of the Treasury pile up a little cash, than some one comes along with ideas of his own as to how it ought to be spent. As things are going, they say, the surplus is certain to increase during the year; it may even reach the staggering total of $300,000,000. And then, predicts the New York *Evening World*, "Congress will face a popular demand for further income-tax reductions which it can hardly resist." And we read in an Associated Press dispatch from Washington, dated July 2:

> "President Hoover is hopeful that the Treasury surplus at the end of the fiscal year just closed may lead to a reduction in Federal taxes, but he still feels that there are many factors to be determined before a definite program can be formulated.
>
> "Before tax-reduction can be effected, the President said today, the effect upon the Treasury of legislation approved in the last twelve months must be determined. The extent to which routine expenditures can be reduced must be known, and prospective revenue must be more closely estimated.
>
> "By November 1, the President said, these things should be known.
>
> "The official transcript of President Hoover's comment on tax-reduction in reply to questions of Washington correspondents follows:
>
> "'We are giving careful study to the possibility of tax-reduction. We all hope that the situation may work out on the side of a safe surplus for material relief. We must determine three things before there can be any conclusion upon the subject.
>
> "'First, we must know what the effect will be of legislation which has greatly increased expenditures for the present fiscal year beyond the original budget. The new enlarged program for naval armaments, the increased expenditure on Army and Navy aviation, the rebuilding of Army posts, and increased expenditures on veterans' services—in addition to the necessities in the Mediterranean-fly and farm-relief work—have all intervened since the budget was passed by Congress.
>
> "'Second, we must know how far we can reduce expenditures of the Government in other directions to partially compensate for these increases imposed during the past twelve months.
>
> "'Third, we must know how far the increase in revenue is due to the temporary Stock Exchange activity.'"

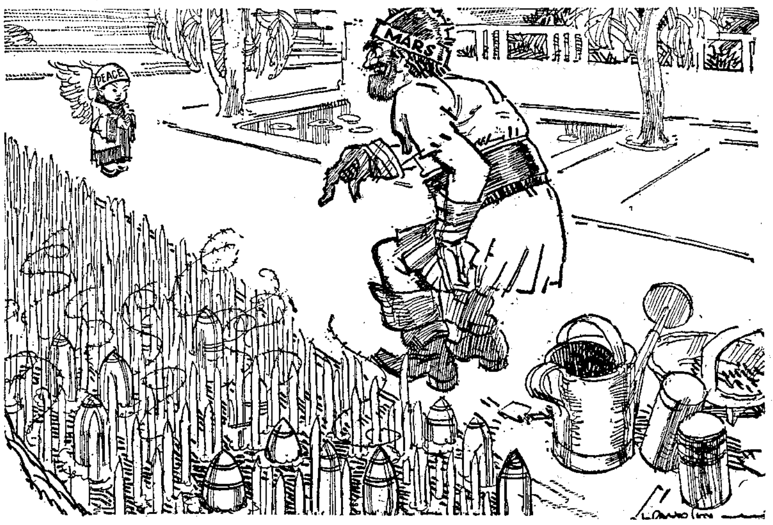
Furthermore, explains Theodore C. Wallen, in a Washington dispatch to the New York *Herald Tribune*, "Wall Street can not safely be relied upon to supply so much revenue this year as last, in view of the large sums lost in paper profits recently in the stock market." Other things that are expected to retard the movement for a slash in income taxes are: Increased governmental expenditures for the Boulder Canyon Dam project, Mississippi flood-control, public buildings, and the increased cost of running the Government. In the face of all this, talk of a further cut in taxes because of the Treasury surplus "is premature," declares the Springfield *Union*, and the Syracuse *Post-Standard* and Hartford *Courant* agree that it would be much better to use all the money the Treasury can spare to reduce the national debt. "The sooner our great war debt can be paid," says the Syracuse paper, "the better." Already, adds the Hartford daily, Treasury surpluses, used to reduce the national debt, "have saved millions in interest, a permanent and valuable economy."

On the other hand, Franklyn Waltman, in a Washington dispatch to the Baltimore *Sun*, says a slash in taxes, for the benefit of "the little fellow," is not entirely out of the question. According to this correspondent:

> "Undoubtedly a movement will be launched in the regular session of Congress for a tax cut. Business interests will also insist that the cut should be made in the corporate taxes.
>
> "The President some time ago made it plain that when, and if, the time comes for a slash in the Federal income taxes, the reduction will go to the salaried man. On his behalf it was said he was interested in giving a further reduction on earned incomes, and that he believed full relief had been given to unearned incomes, that is, those incomes derived by the wealthy from their investments.
>
> "In April it was predicted in White House circles that a cut in the tax on earned incomes would come sooner or later if two essential requisites were fulfilled. The first was a continuation of the prosperity which the country has been enjoying, and the second condition was that Congress should not overload the Treasury with heavy appropriations.
>
> "That the country's prosperity is continuing, if not expanding, is fully indicated by the Mellon report. As regards the second condition, Mr. Hoover has shown his determination to take hold of the situation with a firm hand and force the departments to keep down their expenditures."

PEACE FOR CASH IN CHINA

"WAR-LORD TURNS TOURIST" is the head-line over a St. Louis *Globe-Democrat* editorial discussing the agreement between Chiang Kai-shek, President of Nationalist China, and Marshal Feng Yu-hsiang, whereby Feng is to turn over control of the Northwest Provinces to his subordinates, and leave China for an indefinite period. "It is not to be supposed," remarks the Manchester *Union*, "that Feng has abandoned his fight with the Nanking Government for purely patriotic reasons." In fact, $3,200,000 has been mentioned in dispatches as his "price"—$3,000,000 to pay off his soldiers, and $200,000 for "traveling expenses" abroad. And, observes the Troy *Times*, "if peace can be brought about in China by the departure of Marshal Feng, it would be cheap at the price."



WEEDING TIME IN CHINA

MARS: "Here's a nice plot for you to weed—if you can."

—*Glasgow Times.*

Feng was a prominent personage in China's Nationalist Government. At one time he was Minister of War. But he was suspected of disloyalty, and finally there came an open break, with declarations of war on each side. Only a few weeks ago, correspondents in the Orient freely predicted that China was about to engage in the most disastrous civil war in its history. For the time being, however, this has been averted by Chiang Kai-shek's offer to appoint Feng a high commissioner to study industrial conditions in Europe and America—with all expenses paid. In announcing this victory for peace to the correspondents, the head of the Nationalist Government said, in part: "The day of the old-style militarists is finished, and their effective opposition ended."

The cause of the voluntary withdrawal of the former war-lord is the subject of considerable editorial debate in this country. "Whenever a prominent Chinese leader decides to live abroad for a while, it is a polite way of explaining that he has been deserted by some of his generals," notes the Boston *Post*. Other papers believe the odds were too heavy against the Marshal; still others say his health has broken down, and that he is going to consult specialists abroad.

Whatever the reason for Feng's abdication, it is generally agreed that his departure will enable Nationalist China to breathe freely for the first time in years. "His was an ominous figure," declares the Philadelphia *Inquirer*, "not only because he could stir up rebellion, but also because no one knew precisely what his intentions were. Furthermore, his relations with Soviet Russia were under suspicion." Victor Rine, an observer of Chinese affairs, says in a Boston *Globe* article:

> "Feng's sudden departure is an event of real importance for China. But this event must be taken with a slight reserve. For it may establish his reputation upon a sounder footing than heretofore, and Feng may return a mightier power than ever."

The New York *Herald Tribune* also reminds us that—

> "Feng has traveled before. In 1926, when it was certain that his troops would soon be ousted from Peking, he retired to the edge of the Gobi Desert, proclaiming his intention to go abroad to study the progress of Western Civilization.
>
> "He got no farther than Moscow."

THE BOULDER DAM DEADLOCK BROKEN

A TWENTY-FIVE-YEAR DEADLOCK over developing the mighty Colorado River has been ended, and the gigantic Boulder Canyon Dam project brought to the threshold of the construction stage by President Hoover's recent proclamation putting into effect the agreement among six of the seven States directly concerned. California, Colorado, Nevada, New Mexico, Utah, and Wyoming have signed on the dotted line, but, explains the Rochester *Democrat and Chronicle*, whether the project can legally be launched without the consent of Arizona "is a point on which a Supreme Court decision may be required if Arizona persists in holding out."

In announcing the consummation of the agreement, President Hoover characterized it as the most extensive and most important action ever taken by a group of States under the Constitutional provision for inter-State compacts. "Treaties" between one State and another, commonly over border disputes, "have been made many times," recalls the Brooklyn *Eagle*, "but one in which six States agree on the distribution of water and water-power is in a class by itself." The fact that these Commonwealths can agree on a division of water and water-power "is a most wholesome symptom of State independence," thinks the New Haven *Journal-Courier*.

The total expense of the improvement is estimated at $165,000,000, and the amount above the Government's flat contribution of $25,000,000 for flood control is to be recouped over a period of fifty years from the sale of water and hydroelectric power. According to the Los Angeles *Times*, California stands ready to purchase all—or any part of—the electrical energy generated at the dam, estimated at 600,000 horse-power.

While the Boulder Dam story is a familiar one, it might be well to recall that the dam will actually be erected in Black Canyon, twenty miles farther down-river; that it will be 677 feet from its lowest foundation to its crest—the highest dam in the world; that it will impound enough water to cover 26,000,000 acres to a depth of one foot; and that it will back the Colorado up through its gorge for a distance of 118 miles. Said President Hoover in announcing the proclamation:

> "I signed this morning the Colorado River proclamation, making effective the compact among six of the seven States in the Colorado River Basin.
>
> "The compact itself relates entirely to the distribution of water rights between the seven States in the basin. It has nothing *per se* to do with the Boulder Canyon development except that it removes the barriers to such development.
>
> "There is only one point still left open, and that is the relation of Arizona to the compact. I am in hopes that Arizona and California may compose their mutual problems."

Arizona's refusal to enter, explains Theodore C. Wallen in a Washington dispatch to the New York *Herald Tribune*, is based on a claim that she would not gain as much as she would lose by the project. "There is also the great question of public *vs.* private operation to be decided," points out the New York *World*.

TO FIGHT OR NOT TO FIGHT

THAT IS THE QUESTION to which Dr. Douglas C. Macintosh, Canadian professor at Yale University, gave such an unsatisfactory answer in his application for citizenship that Federal Judge Burrows denied the application. Coming, as it does, on the heels of the Supreme Court decision barring Madame Schwimmer, pacifist, on somewhat similar grounds, the Burrows ruling leads the Columbus *Ohio State Journal* to remark: "When such intelligent people as these are barred from American citizenship, it makes our naturalization laws look extremely silly." Both, incidentally, are too old to be drafted into military service. And, while Madame Schwimmer is an avowed pacifist, and occasionally discusses her beliefs in public, Dr. Macintosh is willing to take up arms in defense of this country, should citizenship be granted, with the reservation, however, that the war must be a just one, and that this is a matter to be decided in his own mind. The professor, who is an ordained minister, is quoted by the New York *World* as saying:

"On this matter of bearing arms, there are just three stands you can take. One is out-and-out pacifism. One is the stand I have taken, that I will bear arms if I believe it is for the welfare of mankind. The third is that you will bear arms in any war, the position Judge Burrows holds is necessary for citizenship. I believe the first two are the only ones possible for a Christian.

"Christian ethics, as I view them, make it a man's duty to act for the welfare of all mankind, including his own nation. A man's first duty is toward his family, but not against the welfare of his nation. A man's duty is to his nation, but not against the welfare of all mankind.

"Another great war would be such an irreparable calamity for the world that I can not pledge myself in advance to support it. I am not a pacifist. If the welfare of the world were threatened, I would fight for it."

Keystone View photograph

A CHRISTIAN IS BARRED

From becoming a citizen of the United States if he takes his religion seriously, thinks Prof. Douglas C. Macintosh, of the Yale Divinity School. Dr. Macintosh recently failed to qualify as a citizen because he refused to pledge himself to bear arms for the United States unless he felt that our cause was just.

The World interprets the Burrows ruling as a declaration that a citizen, be he native-born or naturalized, loses all right of individual judgment and action the moment that Congress declares that a state of war exists; that every citizen should thereafter be as completely at the disposition of the President as if he were a soldier. In this paper's opinion:

"The absoluteness of this doctrine is as naive as it is intolerable. The majority of wars in which any great Power engages are no life-and-death struggles in which its existence is at stake, but little wars of policy, interest, or accident. It is absurd to lay down a rule which makes it the absolute obligation of the citizen to give unquestioning support to every war. Such a rule would condemn Calhoun and Lincoln, who opposed the Mexican War.

"The rule is contrary to the fundamental policy of the United States. It tacitly assumes that a declaration of war puts universal conscription into effect.

"We do not have, and there is no prospect that we shall have, a permanent conscription law. Our fundamental military policy is and always has been voluntary—that is to say, based on just such right of private judgment as Dr. Macintosh asserts. Conscription has been invoked twice in our history, during the Civil War and during the World War, and immediately abandoned at the end of these wars. When an extraordinary emergency of this kind arises, men of such manifest good faith as Dr. Macintosh will present no serious problem. He presented none to Canada during the World War.

"Since conscription is not our permanent policy, it would seem to be going pretty far for judges to deal with applicants for citizenship as if conscription was our permanent policy."

In New Haven, where Professor Macintosh has taught theology for twenty years, we find *The Journal-Courier* saying:

"There can be no question of the general fitness of Professor Macintosh for citizenship. He is an educated man of high moral character and a teacher of marked ability and inspiration. He is a man of courage, as of convictions. He served in the World War, which disclosed his sympathies for the great issues which were then tested, and his readiness to defend them. We may fairly judge from that experience that under like conditions he would again offer his services to his country.

"The following statement made by Professor Macintosh to this newspaper rings with sincerity and conviction: 'I am willing to support my country, even to the extent of bearing arms, if asked to do so by the Government, in any war which I can regard as morally justified. But I am not willing to purchase American citizenship by promising beforehand that I will be ready to bear arms for my country in any and every war in which my country may engage, whether morally justifiable or not.'

"In other words, it would never enter his head to oppose his Government, even tho the justice of its cause has escaped his approval.

"Having renounced war as a policy of government with the universal approval of the people of the country, it seems more or less absurd for the Government to deny a peace-loving and law-abiding applicant for citizenship the enjoyment of it."

The great majority of the country's newspapers, on the other hand, seem to uphold the decision of Judge Burrows. The New York *Evening Post*, for example, recalls the Supreme Court's remark, in the Schwimmer case, that naturalization is not a right, but a privilege. And, declares the Charleston (W. Va.) *Mail*, "Dr. Macintosh should not be accorded privileges that are denied our native-born." It is difficult, says the Boston *Herald*, "to get around the conclusion that Judge Burrows did his duty in this instance." In fact, notes the Hartford *Times*, "he had no discretionary power." "There might be no danger in granting Dr. Macintosh the rights of citizenship," admits the Washington *Star*, "but how is it possible to make a rule for one man, and another rule for the great majority?" This is also the view of the Springfield *Republican*. "Good citizenship and duty to one's country permit of no reservations," asserts the Memphis *Commercial Appeal*. Besides, believes the Milwaukee *Journal*, it would be a dangerous precedent to permit a would-be citizen to "pick and choose" what he will subscribe to; "one might say that he would not bear arms, only to be followed by another who would elect never to pay taxes, and so on. The logical end of such a course would be anarchy." As the Kansas City *Star* explains:

"Dr. Macintosh is an ordained minister. He is also in his fifty-third year. Because of these two things, it is altogether unlikely that he would have been called upon personally to bear arms or engage in national defense.

"But the issue, as the Court emphasized in the Schwimmer case, is the probable influence of that kind of position, especially in the event of conflict. It is neither expedient, wise nor legally possible to make exceptions where a statement of an applicant for citizenship has made the issue definite and clear.

"The readiness of Professor Macintosh to take up arms in a 'just' war hardly helps the situation. If the individual is left to pass upon the issue for himself in each case, there is established the principle by which each person selects the laws he will obey and those he will ignore. With that principle at work there soon would be no country for anybody to defend."

TOPICS IN BRIEF

(*An extension of this department appears weekly on the screen as "Fun from the Press"*)

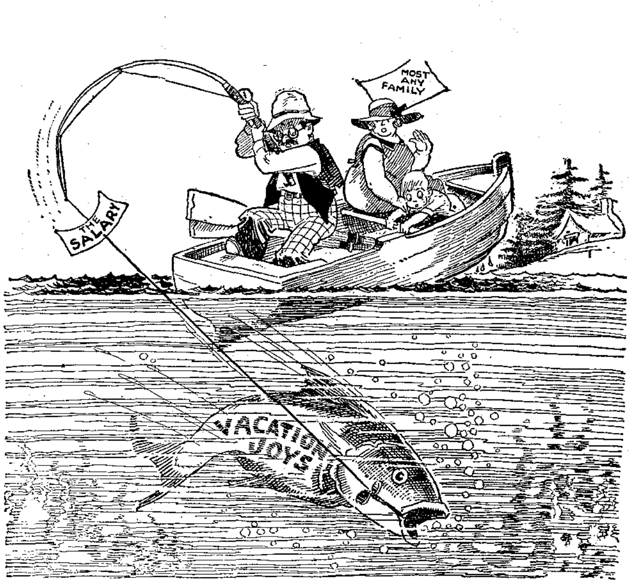
A LOT of child welfare work can be done with a switch.—*Elizabethtown (Ky.) News.*

LIVING within the income means living without the worry.—*Boston Herald.* As well as without a large number of other things.—*Arkansas Gazette.*

CRIME would be less popular if a convicted racketeer could be kept in jail for at least as great a length of time as it took to get him there.—*San Diego Union.*

WOMEN have all the advantages these days. It takes an income of six figures to get a man in the rotogravure section. One figure will get a girl there.—*Tampa Times.*

THE primary class in punning could look into the $500,000,000 merger of yeast and baking-powder firms, with a view to saying something about raising all that dough.—*Detroit News.*



IT'S A WHOPPER TO LAND WITH LIGHT TACKLE

—Doyle in the Philadelphia *Record.*

ROOSEVELT era: Speak softly and carry a big stick. Present era: Speakeasy and a .44.—*Rockford Star.*

THE anti-Smiths in Virginia have nominated a Brown on a Jones law platform.—*Elizabethtown (Ky.) News.*

"LEGGE Is Offered Farm Board Post." That would give the plan something to stand on.—*New York Evening Post.*

ONE reason so few people can buy what they need is that so many are busy buying what they want.—*Virginian-Pilot.*

WHEN it comes to drawing the color line, no one seems to go to such extremes as the girl with a lipstick.—*American Lumberman.*

DR. MAYO says you can keep young by living as the young do. It won't work, Doctor. You can't get rich by living as the rich do.—*Tucson Citizen.*

AND to think that we could have been rich long ago just by letting one another have everything on credit.—*Publishers Syndicate.*

MUSSOLINI opposes beauty contests because Italian girls never win. If only he would apply that reasoning to the Cæsar complex.—*Toronto Star.*

IT has been ten years since Prohibition was adopted by Uncle Sam. And you've seen the way some adopted children are treated.—*Savannah News.*

CONGRESS has passed the Farm Board Bill and voted a half-billion dollars to make it work. The cost, of course, will be added to the city board bill.—*The New Yorker.*

OUR Ambassador at London announces that he will not serve liquor at the Embassy. The British Ambassador at Washington has announced the same rule. Hands across the tea!—*Dallas News.*

A BOWLING GREEN girl is irate because a Louisville newspaper published she was to be married, and she says she doesn't even know the groom. However, lots of others find that out, too late.—*Elizabethtown (Ky.) News.*

SOLUTION of the Boulder Dam problem is welcome both from a sectional and national point of view. Regionally, it means a new era of prosperity for no less than seven Western States. For the American people as a whole it removes all obligation to try to understand what the Boulder Dam business is all about.—*New York Times.*

LOOKS as if that underslung pipe were going to be the Pipe of Peace.—*New York Evening Post.*

ONE wag remarks that some girls use dumb-bells to get color on their faces and some use color on their faces to get dumb-bells.—*Savannah News.*

"A 10 PER CENT. duty was levied on a set of skeletons at the New York Customs House." All in all, the wise tourist will not attempt to reduce abroad.—*Detroit News.*

WE can only hope that Boulder Dam will eventually supply an amount of electrical power equal to the total of natural gas it has already generated.—*San Diego Union.*

TEXAS goat-raisers are demanding increased protection, and Congress would do well to consider the claim. This tariff is going to need a scapegoat.—*Louisville Courier-Journal.*

"DAWES Won't Don Court Knee Pants." Another of those breeches of etiquette.—*New York Evening Post.*

THE farmer has uneasy moments when he thinks G. O. P. means Great On Promises.—*Chatham (Ont.) News.*

IT has taken Niagara Falls 30,000 years to move seven miles. It's just like Sunday traffic.—*American Lumberman.*

PRIME MINISTER MACDONALD is in complete control—as long as he can please his own party and the Liberals and Conservatives.—*Indianapolis News.*

ALASKAN women plan a memorial to the pack mules who lost their lives in the gold rush. Maybe we men will be appreciated yet.—*American Lumberman.*

A DIET expert suggests the juice of an orange and a slice of bran bread in the morning, but doesn't say whether it is to be taken before or after breakfast.—*Fresno Republican.*

THE President expects ten lawyers to tell him how to make people live up to the law so they won't need any lawyers.—*Miami News.*

IT is absurd to suppose that the future of the talkies is in the least degree doubtful. Anything has a future which keeps people away from home.—*New York Times.*

THE Island of Yap with a quota of 100 immigrants to the United States hasn't sent in a single one. That's all right. This country has enough yaps already.—*Winston-Salem Journal.*

"THERE are lots of people who do not know where their next check is coming from," avers a financial writer. Also there are lots with a strong suspicion that their last check is coming back.—*Norfolk Ledger-Dispatch.*

BY reducing the legal size of taxicabs in New York City it has been estimated that the pedestrian will be in a position to be menaced by three taxis in the same space in which he now dodges only two.—*New York Times.*

THE talking signboard has appeared in America. English motorists are looking forward to the thrill of whizzing through beautiful country lanes lined with pleading, bullying, cajoling and yelling posters.—*London Opinion.*

SCIENTISTS have found a prehistoric animal with joints that worked both ways. Probably one of nature's abortive attempts to produce a creature that could get into a union suit in an upper berth.—*Trinidad (Col.) Picketwire.*

FOREIGN - COMMENT

RAMSAY MACDONALD'S "BREAK"

LABORITES OF INFLUENCE at London have abandoned their first hope that Ramsay MacDonald's sensational paper on "the minorities" in the London *Sunday Times* will "blow over." There is scarcely a racial minority on the European continent for whom Ramsay MacDonald does not plead in his dynamic observations. As a result, predicts the *Etoile Belge*, there will be a certain self-effacement of Ramsay MacDonald. Arthur Henderson as Foreign Secretary will be more to the fore than was originally contemplated. For Mr. MacDonald had meant to show his hand quite openly in the conduct of British diplomacy. The nature of the article is sufficiently indicated by the French press comment upon it, and it continues to have what the disgusted Paris *Débats* calls reverberations. The foreign ministry at Rome was in a quandary, for the essay of Ramsay MacDonald—little he dreamed that he would be Prime Minister of England when it was published—has the whole southern Tyrol in an uproar. The first paragraph of the article reads:

"The complete breakdown of democratic government in Jugoslavia and the establishment of a dictatorship there is the latest warning which Europe received that, unless its minority problems are solved in a spirit of mutual respect and of give-and-take, there will be grave trouble."

Ramsay MacDonald ascribes all this to "the recklessness of the victors in their treatment of minorities," altho:

"The rules to be applied are really simple so soon as their political problem is objectively regarded. There should be no distinctions in the enjoyment of the rights of citizens; language and religious differences should be respected in law, administration, and education; where races can be formed into provinces, self-administration should be granted.

"That method is being pursued in Czechoslovakia, and, tho I still get memoranda of grievances from minorities in that country, each succeeding visit I make there convinces me of the growing solidarity of the State. How different it is in Jugoslavia, where the policy of 'the Serbisation of the Croats' has created a situation in which neither the one race nor the other will cooperate, and where the State seems to have been faced with the alternatives, both equally evil, of an endless Parliamentary deadlock, or a dictatorship which no observer believes is to be a short one.

"Italy is pursuing the same policy as the Serbs, and can do it for the time being—but only for the time being—without disturbing Europe. The Peace Treaties gave a large German and Slav population to Italy, which, by every repressive power it can command, it is trying to Italianize."

"LABOR" CAPTURES THE "TONE FILM"

England's first woman Cabinet Minister stands beside her chief in her first official "talkie." This distinguished lady is Miss Margaret Bondfield. The no less distinguished statesman at her side is Ramsay MacDonald. He is introducing his "double turn." That is the expression the Prime Minister applied to one whom he described as "the first woman Privy Councilor and Cabinet Minister." In the background are statesmen figuring as other turns.

The Germans in the southern Tyrol now expect Ramsay MacDonald to come over and free them from the Fascist yoke, sneers the Paris *Victoire:*

"MacDonald, leader of the British Labor party, has launched such a broadside of insults and insanities against the peoples of the European continent—who have not the good fortune to please him—that (in the face of the ensuing scandal) he says the article occasioning the shock was written months ago—when he was in opposition.

"It is well known that to some Englishmen, the superior portion of the human race ends where you take the ferry to cross over to Calais, and that as soon as you have crossed the English Channel there is nothing left but 'niggers.' But it was not known that the head of the English Socialist party—the Labor party, as they say over there—cherished this poor notion of the folk who dwell upon the continent of Europe.

"The Germans do enjoy in his eyes a certain right to respect, since they are mostly Protestants, like MacDonald himself. It is well known that British Socialism owes more to the Holy Bible than it does to Karl Marx.

"But as for the other peoples of Europe, they must be circumspect indeed and go softly if they do not behave kindly to the 'national minorities' embraced within their frontiers.

"National minorities!

"They comprise the biggest nest of international frauds ever invented. They are the most dangerous torpedoes that the imagination of the Versailles negotiators could manufacture for the purpose of blowing up European peace.

"Study the language of his Laborite Excellency, Prime Minister to his gracious Majesty, British sovereign, and see how this bleating pacifist speaks to the continental European peoples who have national minorities in their bosoms! Then it can be guessed what advantage could be taken by this invention of Woodrow Wilson's and Lloyd George's by the Germany of Hindenburg if ever she falls again beneath the sway of some Emperor William III.

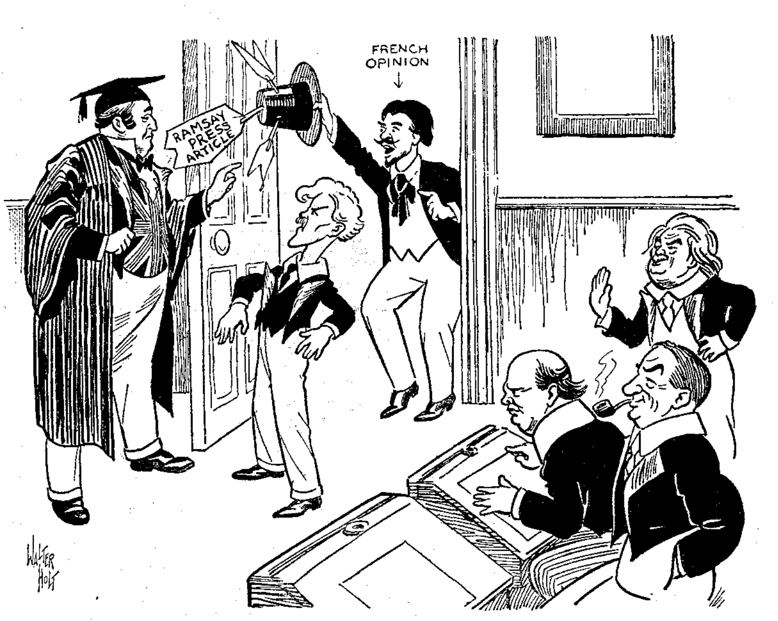
"There are in MacDonald's diatribe some blows of his paw at Poland, which he detests with a special hatred because she is 'Papist,' that is to say Catholic. There is a blow for Jugoslavia, which displeases the Socialist Prime Minister of the King of England because she is under a dictatorship. There are slaps at Fascist Italy, whom MacDonald does not carry in his heart, and whom he reminds, grossly enough, that she has a 'national German minority' within her new frontiers.

"And there is an incongruity for our benefit. In his hatred of the reactionary and imperialist France that we have become since we got rid of our trusts, MacDonald insinuates that after all Alsace is for ourselves nothing but a German national minority.

"Let us hope that if MacDonald is still above the horizon at the next session of the League of Nations council, and that if he then sticks his feet into our faces at table on the subject of Alsace, Briand, however great a pacifist he may be, will politely reply to him in the words of Cambronne to another Englishman who made inconvenient proposals—'the old guard dies but never surrenders!'"

To such excoriations in many a French paper, the Paris *Echo* adds that the original indiscretion of the Prime Minister was aggravated by his explanation of it. He never supposed, when he put pen to paper or sat down to his typewriter or dictated those words, that before many months he would be where he is now. The utterance was all in his day's work as a publicist. The article lay long in manuscript. Next it got into type. Proofs were sent here and there. These proofs reposed in the drawers of desks until the arrival of Ramsay MacDonald officially at Downing Street. And he never took steps beforehand to recall what he said! That is the tragedy of it to *The Echo:*

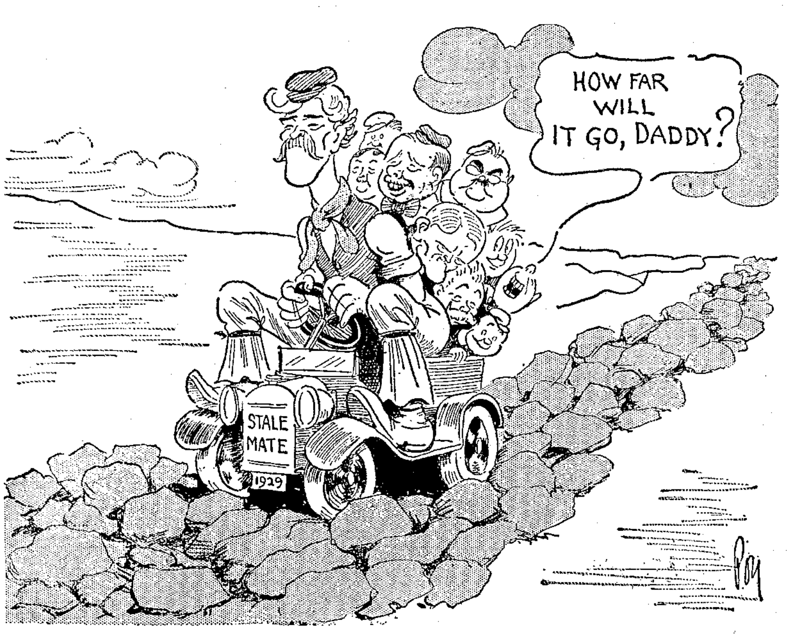
> "This time Mr. Ramsay MacDonald does not dissemble his game, and we thank him for it.
>
> "He throws aside the mask.
>
> "In the article in *The Sunday Times* (which disavows his views), Ramsay MacDonald expresses himself just as the German Foreign Minister Stresemann will express himself on the day when the Rhenish garrisons of France no longer impose reticence and discretion upon him, the way Stresemann has not dared to express himself yet.
>
> "Ramsay MacDonald has spoken with the voice of German vengeance.
>
> "The language is well worthy of the man, who between 1914 and 1918 worked without resting against his own country and against the allies of his country. The fact will be obstinate.
>
> "It was no German, it was a British Socialist, who first spoke of Alsace-Lorraine!
>
> "The Locarno treaties, of which England is a guarantor, are built upon the principle of western frontiers remaining inviolable.
>
> "And here is how the men of the second Socialist international, installed as British Cabinet Ministers at Downing Street, understand the text of the agreements concluded in 1925!
>
> "A useful, a salutary warning addrest to those who rule Frenchmen!
>
> "As an exchange for this whole European policy of his—which it would be superfluous to set forth in detail here for the reason that it comprises the basis of all anti-French declamations—will Ramsay MacDonald win the support of the United States of America?"



SO VERY PACIFIC

Dr. John Bull: "This gentleman accuses you of throwing paper darts. Really, for top boy, such conduct is very disturbing!"
Mr. Ramsay MacDonald: "Well, I did it in my spare time."

—*The Western Mail* (Cardiff).


HOW FAR WILL IT GO, DADDY?
STALE MATE
1929
Poy

"ASK DAD—HE KNOWS!"

—*The Evening News* (London).

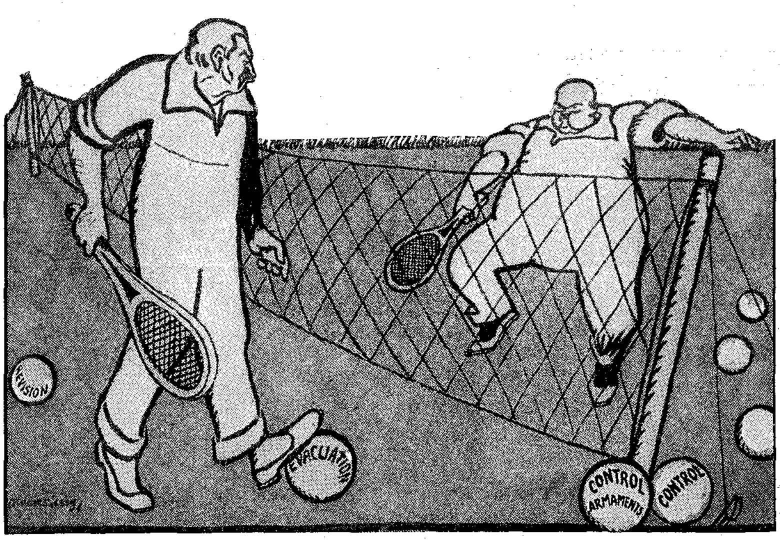
BECKONED BACK TO BARCELONA

A DISGRUNTLED AMERICAN did get out of Barcelona on the eve of King Alfonso's arrival there to open the great exposition. That was many days ago, and the Spanish press is chagrined that American impressions of Spain at this moment should be based on this episode only. It is pretty nearly all the foundation there can be for American misconception of Spain's attitude toward our people. She wants us to come to Barcelona, at least, the Madrid *Heraldo* says, if we have no time for Seville. But the Barcelona "show" appears to have a "bad" American press—in spots. There seems to Spanish papers some propaganda over here to discredit Barcelona's fair. Consular officials of Spain in this country have been obliged to reassure traveling Americans on the subject of the treatment they may expect in the Spanish city. But the dailies of the Iberian peninsula fear that too many of our people may have stopt short on their way to Barcelona at the precise moment when that famous city was most anxious to retain them. The possibilities are understood to be a source of anxiety to the government at Madrid, most eager for a large attendance of Americans. All Spain may soon suspect that we are hostile to her greatest fair. Articles in some organs of American publicity are alleged to justify the inference. But this feeling is not shared by the influential Spanish daily in New York, the *Prensa:*

> "Until the present moment we have shrunk from the inference—to no slight extent drawn by important Spaniards here—that there have been in the American press traces of a mercenary campaign to discredit the Spanish Expositions, and to discourage as large a number as possible of tourists proposing to visit the Iberian peninsula. We prefer to ascribe the articles in question to stupidity . . . and to the crass ignorance still existing in the United States of the actual realities in Spain.
>
> "Only the blindest stupidity could make it possible for a serious paper to publish the type of article referred to. . . .
>
> "But not on this account should it be passively and tamely endured!"

PARIS PICKING ON US TOO

IN SPITE OF ALL that Raymond Poincaré did to forestall it, there was an explosion of anti-American "emotion" in the Chamber of Deputies at Paris. It was preceded by an explosion of anti-American emotion in the press of Paris. This again, as a result it would seem of official inspiration, became a manifestation of great self-control. In due time there was another anti-American reaction. Thus official and journalistic Paris is on either the upward or the downward slope of its temperamental curve in all that relates to the United States, the French debt to this country, and the Young plan. In all his long experience, therefore, Raymond Poincaré, as the *Temps* remarks, never had a crisis of such elusive delicacy to face and to solve. Nor is it so certain that he has found a solution. The *Hamburger Nachrichten* wonders if he may not be borne down by the sheer weight of anti-American feeling in France, a feeling created by the fear that the Washington Government has "jockeyed" that of Paris. The mood of the press of Paris may be illustrated by taking at random this outburst from the *Humanité:*



POLL PARROT!

Briand (French Foreign Minister): "Pay us what you owe us!"
Stresemann (German Foreign Minister): "I thought you did not like that slogan—it's so American!"

—*d'Artagnan* (Paris).

"America has just informed Europe that she means to declare a tariff war upon the Old World—a tariff war of the most pitiless sort. Just when through the Young plan America is making ready to pump out all the resources of the ancient continent, she makes her tariff bill worse than ever. It raises an almost insurmountable barrier against European exports to the United States. After experience of their last tariff bill—to which Congressmen ascribe the immense economic progress of their country—the House at Washington by 274 votes to 147, almost forbids all foreign merchandise to enter the United States.

"Here are facts which give the lie in violent terms to the mere phrases and catch words of the pacifist and the socialist."

If France through her Parliament definitely accepts the Young plan, there ought to be, says the Paris *Avenir*, what the Americans are so fond of calling a reservation. France thereby would not pay if Germany does not first give her the means of doing so:

"What do we lack? The approval of America? Who says that it must be asked? Don't ask America for her opinion! Tell her that it is decided. That will be doing just what America does when she forbids the entry into her territory of our products through the medium of her prohibitive tariffs, when she refuses to recognize the Treaty of Versailles, when she adds unexpected reservations to the Kellogg pact. And there you are!

"And after that what will happen? Nothing will happen! Absolutely nothing! And on the day when we hand over our money to the Federal Bank, it will be accepted—don't worry! And suppose we stop paying our money over some day? The Americans will stop taking it, that is all."

The trouble arises from the superiority of the Americans in financial negotiations—that is a view which the Paris *Action* has exprest again and again. French financiers and French statesmen, it points out, think they can cope, when it comes to a bargain, with the countrymen of Rockefeller, Mellon, Ford, and their kind. Negotiators depart from Paris for Washington only to come back worsted. France must be more cautious:

"There isn't the least sign that the United States are disposed to abandon the attitude they have assumed—which is to ignore utterly the fact that their debtors are really Germany's creditors. The hope placed all along in a ratification of the Young plan by the United States Senate was excessively feeble. It is already about to vanish altogether.

"Just the same, the best thing about the Young plan is that it puts the war debts against Germany. If the United States do not recognize this substitution, all that portion of the Young plan is but a setting of the scene to mislead the eye of the spectator."

GERMANY: "EVACUATE!" FRANCE: "WHAT'S YOUR HURRY?"

NOW STRESEMANN, in his capacity as Germany's Foreign Minister, must show courage. He has no great store of the quality. Still, he once banged his fist on a table and then shouted at Briand. Stresemann must be ready to do all this over again at the grand conference of great diplomatists which is so soon to decide how early or how late the occupied Rhineland will see the back of its last French soldier. These details we cull from the *Hamburger Nachrichten*. But the Bismarckian organ fears that Stresemann will not have the nerve to say anything Bismarckian at the impending Rhineland conference:

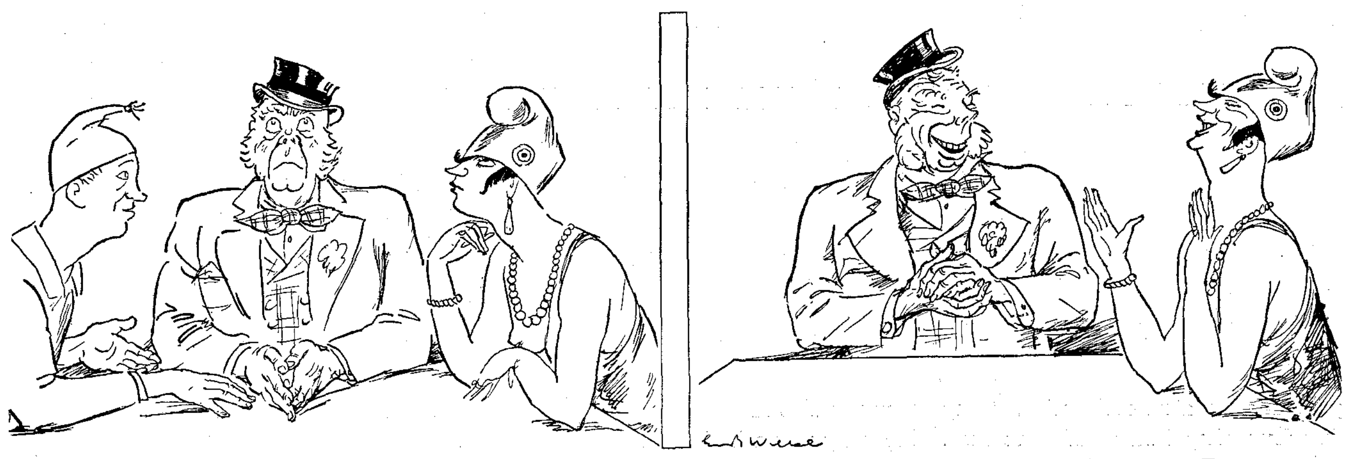
"The coming diplomatic negotiations will be decisive in their effect upon our future. We Germans, without the least reference to possibilities elsewhere, have conducted our foreign policy through negotiations with the western Powers alone. Our standpoint has always been that we must get the Rhineland evacuated first and foremost.

"We must now decide, and that soon, whether this policy (which risks all on a single card) is justifiable, or whether in the long run it must remain futile. If we look at the situation rightly, it seems that for Germany and for her Foreign Minister, who for the last six years has been identified solely with this policy of looking westward, there are still some chances in this course. But it is to be hoped that we shall use the trump cards that a patient and indulgent destiny now and then puts into our hands. Let us not, as we Germans so often do, let our best opportunities slip by. France needs us.

"Until this moment no French ministry has dared to ask a ratification of the Mellon-Berenger Agreement from the Chamber of Deputies at Paris. Now that France has won her great reparations triumph, Poincaré finds sufficient courage to face the deputies with this demand. He does it because Germany practically, if not theoretically, undertakes payment of the interallied debts to America by means of the Young plan.

"France, thus, is burdened no more by her debt pact with the United States. But Poincaré will have to be in a position soon to say to the French Chamber that Germany has accepted the Young plan. This fact puts a precious trump card in Germany's hand, and we must play it in order to bring about an immediate and unconditional evacuation of the Rhineland."

But this "immediate and unconditional evacuation of the Rhineland" is precisely what France will evade and postpone at the impending conference, unless the Berlin *Kreuz Zeitung* is too pessimistic. Briand, it says, will be perfectly polite. British delegates will be on hand, it fears, to do whatever disagreeable duties may be required of them by the diplomacy of the Quai d'Orsay. That is what Germany always finds at an



WHEN GERMANY IS PRESENT
France and England take Rhineland evacuation seriously.

BUT WHEN GERMANY IS ABSENT
It becomes the greatest joke in the world.

BERLIN FINDS NEW PROOF OF AN OLD ADAGE: "TWO'S COMPANY, THREE'S NONE."

—*Kladderadatsch* (Berlin).

international conference. The French are theoretically and politely idealistic. The British rescue every French chestnut from the fire. They may be expected to run true to form in dealing with a commission suggested by the Quai d'Orsay as an agency of future administration in the region to be evacuated. The outlook for harmony is remote:

> "If we consider the aims pursued by France with this proposed commission for the Rhineland, there will be no escaping the conclusion that it falls entirely within the scope of the policy she has pursued from the days of Louis XIV to the present hour. It is a policy that works out in a domination of the Rhineland. Under such names as commission and establishment and adjustment, France is really demanding an unconditional and therefore permanent control of the demilitarized Rhine zone. It is to be a control freed from all outside interference. It will be as much as possible independent of the League of Nations. It will be so organized as to be in effect subject to the will of France and her vassals. It will be administered in such a way as to yield the developments called for by French policy.
>
> "What would be meant by fulfilment of these French demands? According to Briand's plan, the demilitarized zone on the Rhine would for an indefinite period be the object of a new control. The demilitarized zone outlined in the Versailles Treaty comprises not only the region now occupied on the left Rhine bank, but likewise a broad stretch of territory on the right Rhine bank between the frontiers of Switzerland and Holland. It is a great stretch of German territory with a round 15,500,000 inhabitants—nearly a quarter of our country and its population.
>
> "Despite the many guaranties against a German military dash, France is not satisfied. She demands a new third form of control in order to keep the League of Nations out as well as the neutrals and, indeed, all fair play itself. It is to be a partizan commission obeying every French nod and every French hint, a mode of attaining a permanent domination of Germany. To sum it up, France wants to be prosecutor, judge, and executioner."

In its favorite mood of conciliation and prompted by its eager desire to promote fraternal feeling between militant Frenchmen and irreconcilable Germans, the *Berliner Tageblatt* drops its rose leaf on the full goblet of a theme which it concedes to be "growing delicate":

> "Germany has had to insist that between the financial settlements of the reparations problem and the evacuation of the Rhineland there can be no connection whatever. But reparations and evacuation were thus separate and distinct only after the fashion of light and darkness at the creation. It is clear that from one must come the other, from the debt settlement must come freedom for the Rhineland. This they know in Paris. This time the inevitable can no longer be avoided.
>
> "We want to take all venom out of the peace. Let us hope that in Paris they will see that here the German standpoint is the loftiest.
>
> "It is not even possible to ratify the reparations agreement if perfect clarity and definiteness as to the date of the Rhineland evacuation be not attained."

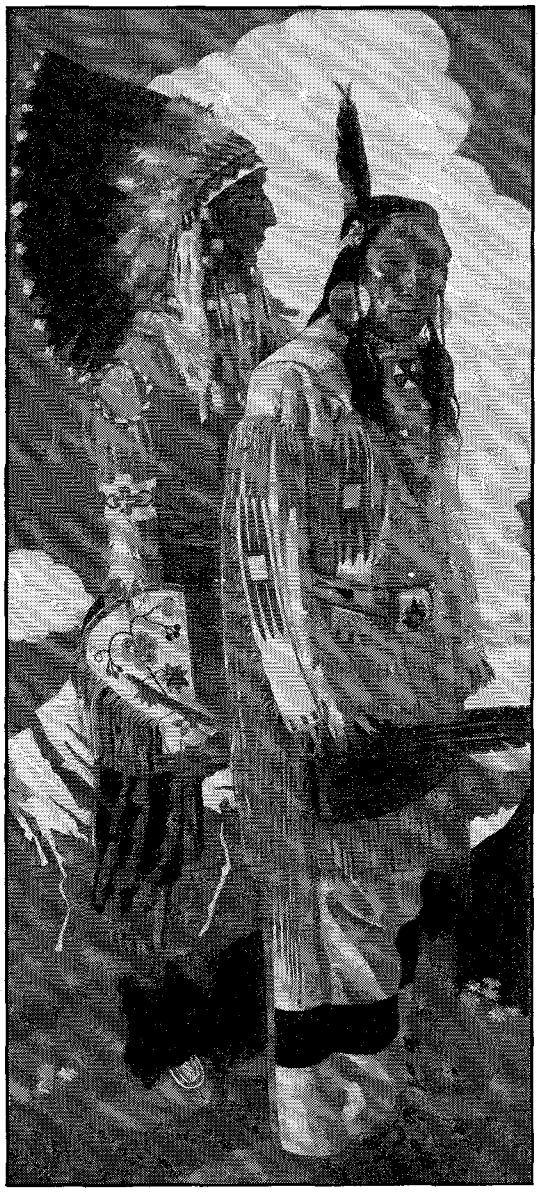
Seldom are the newspapers of France so rent by political passions inspiring mutual denunciation as when they approach this trying topic of Rhineland evacuation. For example, we find the Paris *Homme Libre* highly disedified by French champions of Rhineland evacuation who urge the measure "for the alleged sake of peace and harmony—these men without a country. They always drive bargains at the expense of national security and national defense." Another opponent of evacuation is General Mordacq, who writes in the *Revue des Deux Mondes:*

> "If France got out of the Rhineland to-morrow, what would she have left from the standpoint of security?
>
> "Her Army, as a result of the adoption of the single-year period of military service in place of an eighteen months' period, is in process of reorganization. The northeast frontier is completely uncovered. Not one of the defensive works voted by Parliament has been begun. Even conceding that an evacuation take place in 1935, six years means a serious interval of time. Between now and then we may become strong, that is to say, have a trained army, full of life, believing in its own mission and full of confidence in its leaders at the top—and on the other hand have a frontier sufficiently organized to permit of resistance to an invasion.
>
> "The day on which we shall be strong we shall have nothing more to fear from our neighbors. But it can not be too often repeated that this moment is far from having arrived. We have accordingly a vital interest in gaining time and in mounting guard on the Rhine, at least until 1935.
>
> "Moreover, we are not alone. We have allies, Poland especially. All the States of Central Europe more or less surrounding Germany—Czechoslovakia, Jugoslavia, Poland, and even Roumania—have also need of time to organize their armies, collect material equipment, and repair their finances. Six years for them, too, means a great deal, all the more so because, haunted by the German peril, they press feverishly forward all their preparations so important to them and vital for their security.
>
> "It may be thought that in a few years, when Germany finds herself faced by all these young armies, solidly organized, she will not dare to risk a new conflict. Time here too toils for peace.
>
> "Is it necessary to recall that Germany has never wished even to contemplate a Locarno peace pact in the East? Her intentions respecting Poland are hence not the most disinterested.
>
> "As long as the Allies are on the Rhine the Germans can effect nothing against Poland strategically. All aggression on their side against this Power would lead them to disaster. Once the Rhineland is evacuated, the situation changes completely. Even conceding an intervention by France, in the event of conflict between Poland and Germany, the latter would have all the time necessary to crush our ally before we could enter seriously into action. It is therefore no exaggeration to say that immediate evacuation of the Rhineland would on our part be downright treason to Poland."

THE SPELL OF THE INDIAN FOR ARTISTS

TWENTY-FIVE YEARS AGO two art students, fresh from Paris schools, trekked into Taos, in New Mexico, and started a movement that makes this little Indian pueblo, far off the main traveled road to Hollywood, one of the important art centers of America. They began to paint Indians from whom they had nothing to fear. Near by was a little hamlet, also named Taos, where was seated, we are told, "the last confessed rendezvous for the Southwest bad man." Cutthroats and thieves were more formidable than the Indians, and gave the two artists, Blumenschein and Phillips, more trouble. But art was stronger than fear, and tho one of the artists was led to adopt the old Penetente Church as a studio, and thus find sanctuary, it came about that the art colony supplanted the bad men, and artists reign there to-day. They do not paint the Frederic Remington type of Indian life. Indians are no longer on the war-path, nor do they roam the open prairie. If some of the romance has gone with their adoption of peaceful life, they are still subjects for the painter.

One of the veterans living and working in Taos is E. Irving Couse, N.A., who is quoted by Rose Henderson in the New York *Herald Tribune* as saying that more and more Indian pictures are sold in Taos every year. "It would seem that people are realizing that with the fast disappearance of the Indians, pictures representing their life in the wilder state will prove valuable in the future." Miss Henderson tempers this fatalistic view, in saying that "while the vanishing red man has not vanished as readily as the earlier artists expected him to, in a large measure his old glory has departed." It is satisfactory to learn from her that he still has "an appeal for painter and public beyond the anthropological one." We read:


Courtesy of the New York *Herald Tribune*

TWO BRAVES OF TAOS

Many White Horses and Chief Eagle Calf, painted by Winold Reiss of the Taos group.

"To begin with, the typical red man had a superb physique. His physical development accorded with his impressive spiritual attainments, and his body was as supple and expressive as a trained actor's. Even when squat and heavy, he was virile and imposing. He had the dignity of magnificent gesture without the self-consciousness of the average white man. There was, and still is, an air of mystery about him, partly from his strangeness and partly because of the mantle of reserve with which he has chosen to cloak himself. This has given Indian paintings a popular interest, and the experience of the artists themselves has often a beguiling story charm.

"Over a quarter of a century ago, for instance, Bert G. Phillips and E. L. Blumenschein took an overland journey in a wagon to the old Spanish-Indian town of Taos, New Mexico, which lies in the Rio Grande Valley beneath the glowing ranges of the Sangre de Cristo Mountains. To these young artists, fresh from the art schools of Paris, the place held an irresistible attraction.

"Desert skies flamed over tawny desert plains, softened by green patches of irrigated land. Pools of purple shadow lay under the cottonwoods along the narrow mud-walled streets of the town. Tantalizing pinks and mauves and crimsons crept into the rugged mountains and mesas, or drew elusive, iridescent veils across the shimmering plains. The Taos Indians were gathering their crops of beans and maize and dancing their dramatic harvest ceremonials.

"Two miles north of the Spanish town of Taos bulked the two massive Indian pueblos, or community houses, of adobe, as primitive as when the conquistadores discovered them over three centuries before, and housing about five hundred Indians. The sky was the bluest of turquoise. The air was high, dry and invigorating, with a trick of drawing violent contrasts and sharp, crisp outlines. Up in the mountains the white-trunked aspens were exquisitely slim and green in summer and glowed like orange torches in the early autumn. Waterfalls plunged down balsam-scented gorges. Sunlight dript through rusty pines.

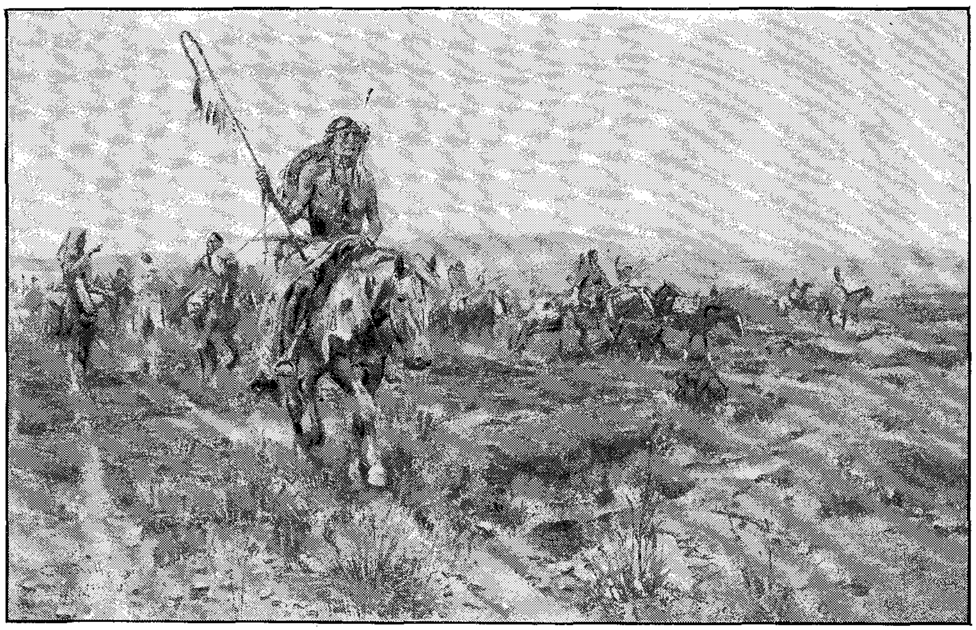
"Against this background of nature the pagan simplicity of Indian life seemed a poetic and harmonious outgrowth of the primitive earth. The lithe, slender Pueblos offered alluring models. They were shy and brown and deeply religious. Every moon had its traditional Indian ceremonial, every sunset its dancing pagan worshipers.

"Phillips and Blumenschein sold their horses and camping outfit that summer and settled down to paint. Phillips has never left the place since, except for temporary periods. And thus was started the permanent and interesting colony of painters at Taos, the best known group primarily devoted to painting the Indian."

Phillips has stayed the year round at Taos, but many of the group now painting there are summer sojourners. Not all of the artists who have painted there are known as painters of Indians. Indeed:

"They emphatically declaim against any conception of themselves as a 'school' or a colony in the sense of a group holding common art theories. They are persistently individual, each going his own way in the traditional Western fashion, and painting what he likes however he likes it.

"'Distinctly American,' they tell you, pointing out the beguiling antiquity of Taos, along with its fresh, frontier aspects. Before the Puritans landed at Plymouth Rock the picturesque Spanish culture had touched and warmed the New Mexico villages, adding an Old World glamour to the prehistoric Indian settlements. The grace and opulence of old Spain linger engagingly among crumbling churches and brown-walled gardens, among soft-voiced Mexicans and leisurely customs. And now the artists have come, mingling the sophistication of travel and studio with the enchanting primitiveness of the place.



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WHEN THE RED MEN WENT FORTH

Mr. Charles M. Russell, who painted this, adheres to the school of Frederic Remington. The West no longer offers such scenes for the romantic painter.

"Mr. Couse, of course, is quite exclusively a painter of Indians; his pictures are distributed all the way from the Metropolitan Museum to the Pacific coast. Just recently he gave up his New York studio and now plans to live at Taos all the year, instead of spending only his summers there.

"Couse is not one of your ascetic, hungry-looking artists. Because of his comfortable rotundity of figure and his fondness for wearing green sweaters the Indians call him 'Green Mountain.' He is bland, gray, French-bearded and highly successful. He has painted the romantic, idyllic side of the Pueblo Indians, as many of the titles of his pictures suggest. 'The Voice of the Falls,' 'The Magic Forest,' 'Planting Prayer Plumes,' 'The Song of the Flute,' are all legendary as well as decorative."

We read of some of the others:

"J. H. Sharp has a fascinating Taos studio, and when I visited him he had the finest collection of Indian relics outside a museum. He has painted more than a hundred Indian portraits now in the University of California and the Smithsonian Institution.

"Sharp says that the Indian is losing his identity somewhat. A gradual refinement of features is taking place—a softening of the high cheek bones and the scowl.

"W. H. Dunton, one of the most popular illustrators of Western stories, and a distinguished painter as well, has a permanent studio at Taos. He is one of the few present-day Indian painters who know the old cattle country from actual experience as cowboys.

"Among the younger men, Victor Higgins is a brilliant performer with clever insight, and Walter Ufer has handled the Taos models with considerable verve and originality. Gerald Cassidy, of Santa Fé, presents some striking figures, often with beguiling bits of background. Winold Reiss has made interestingly decorative portraits of Northwest Indians, and W. Langdon Kihn, painting in somewhat the same fashion, has shown in his recent New York exhibition a preoccupation with colorful costume design on his conventionalized Indian portraits.

"Among artists who have painted the Indian with distinction but who are not known exclusively or even primarily as Indian painters, Robert Henri is a brilliant example, as is John Sloan, who worked for some time at Santa Fé. Olive Rush is a modernist with plastic Southwest landscapes to her credit as well as decorative Indian figures handled with warmth of color and a rich sense of design. B. J. O. Nordfeldt has also done the present-day Indian, with a feeling for plastic, decorative qualities. Carlos Vierra is known chiefly for his excellent murals and other paintings of the Indian pueblos, the ancient missions and some of the Central American ruins.

"Because of the historical significance of much mural decoration, it is natural and fitting that the American Indian should hold a conspicuous place in the mural art of this country, that he should advance from the cigar-store sign to a position of dignity on our walls. Some of the earlier Indian painting is interesting and valuable mainly for its facts, the accuracy with which the painters recorded what they saw. More recent work shows a significant reaction to Indian character and feeling as well as a finer decorative sense."

SHE CAN "TAKE THE STAGE"

PROBABLY NO AMERICAN ARTIST on the London stage has been granted such pæans of praise as has Lynn Fontanne of the Guild Theater group now appearing there in "Caprice." The British may still claim her as English, which indubitably she is. But her career and rise to fame has been achieved in New York, and her appreciation here has been no less sound even if she has never had the pleasure to read such a glowing tribute from New York critics as Sydney W. Carroll gives her in the London *Daily Telegraph*. "This once neglected English player," he says, "has ripened into a comedienne of the greatest distinction and charm." And this is only the beginning. If the critic had set out to write an analysis of the "compleat" comedy actress, could he say more? Just read this:

"Scintillating with humor, charming to look at, and armed with a technique flawless and confident, Miss Fontanne uses her intelligence, talent, and personal fascination to make an abject slave of each discerning playgoer. The broad, gay invincibility of her! The bold and varied method of her attack, the precision of her campaign, the colorful, enchanting brilliance of her!

"The mere memory of her movements, her expression, her nuance and infinite plasticity fills me with a deep contentment, a desire to see her again and again, and from every angle and every part of the house. Here is the real artist! No forced, jerky overemphasis of seriousness or comedy; everything clean, neat, natural, and truthful. No sudden artificial fits and starts of emotionalism, but the pure spontaneous impulses and leap of the leopardess at bay.

"The play is as light and as false as a gay woman. Its threads are deftly and elegantly blended. It is always full of entertainment, and its quality is superbly interpreted by a company of quality—headed by an actress of superlative quality. Note her walk. How cleverly adjusted to every mood. How springy, how resilient, how graceful, and yet how magnificent! Note her gestures—no pinching or cramping of arms, hands or fingers, no stultifying of elbows, free and eager always. Here is an actress who can 'take the stage.' The bewilderingly skilful performance she gives in 'Caprice' must be seen to be believed.

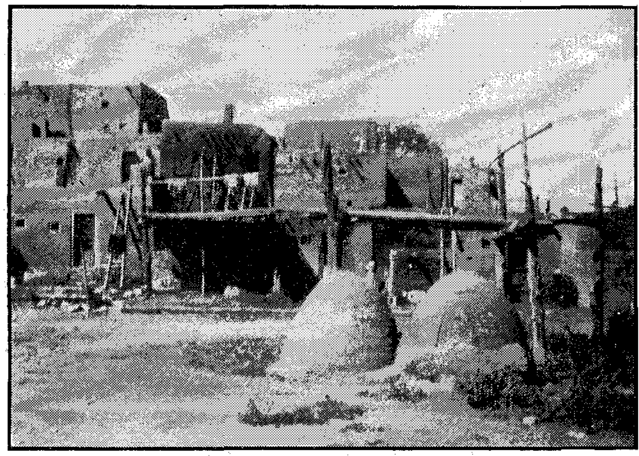
"Yet it is not only a question of skill but spontaneous and irrepressible witchery—exquisite is the only word for her. The actress knows the value of speed and pace, and times every passage and word to perfection. Her study has all the vital strength and power of a caricature, but the delicacy and finish of a miniature portrait by a master-hand. Amusement is always at her beck and call. To sit and watch such actresses as this must be the critic's heaven. We have had a number of actress visitors

DRURY COLLEGE LIBRARY
Springfield, Missouri

from America lately, but not one of them excels this one in charm and beauty, in the delicious touch of pure comedy, the wholesome freedom from affectation, and what we English folk call 'sideiness.'

"Capriciousness is a tantalizing but lovable fault in woman. Never has it been made more pardonable or more justifiable than it is in this play. Her personality is wholly and essentially her own. The slight touches of sentiment weighting, never too ponderously, the balanced scene, are always justly measured. The cynical good humor, the philosophy, the changeability of the creature, her outbursts of womanly wrath, are always delicious to observe.

"Do not talk to me about the play and its possible shortcomings. I am not concerned with them. Miss Fontanne is sufficient for me. The true joy of the theater can be discovered in her presence. Irresistible—absolutely.



THE PUEBLO AT TAOS

In the foreground are seen the ovens where the baking is done.

"And what, after such a panegyric—deserved, every word of it—is there left for me to say of Mr. Alfred Lunt, her husband and fellow star? Only that he is in every way a fitting and wonderful companion for such an extraordinary leading lady. He has not been praised enough. His work is well-nigh perfect. I bend the knee to both. May they never be allowed to leave us."

This is perhaps only an extreme case of what all the London papers have to say. There is scarcely a word of derogation, and some even go so far as to lament that it is hopeless to think of the London stage furnishing their equal. The company, which contains the brilliant young Douglass Montgomery, together with the director, Mr. Philip Moeller, share in the general approbation. But of course it is Miss Fontanne and Mr. Lunt who enjoy the greatest applause.

In this connection it is interesting, perhaps, to see what this remarkable pair of players think of their audience; and this Mr. Wilson McCarty tells us in the New York *Times*. There is an everlasting debate over the merits and contrasts of the English and American stage, meaning of course plays; but less often do we see the audiences of the two countries weighed and considered:

"Lunt came on, he said afterward, like a wary fighter, tossing out a line, then jumping back and watching the effect. He had known Englishmen before—valets, wandering lords, visiting actors, professional Britishers born in Kansas, but one at a time. As he said himself, he had never talked to so many English people in his life—and you know how big and silent they are.

"Miss Fontanne said afterward: 'I was standing in the wings watching Alfred, waiting for my cue. I was frightfully upset. All of a sudden my knees began to tremble, then to wobble, and finally to rattle against each other like a Ford joke. It was exactly like my first performances in England as a girl. I thought of the last time I played in London. Then I was suddenly walking on and so excited about it all that I forgot I was nervous.'

"The next morning all the papers broke loose; it was the greatest ovation I have ever seen accorded to an American company.

"The next few nights explained it—not to the house, but to the Lunts who, curiously (tho sincerely) enough, could not understand it.

"Here are a few of the observations they made:

"'English audiences are not as quick on business or action, but quicker than Americans on lines. My part is simply feeding lines all the time,' said Miss Fontanne, 'and the house caught every one. Many lines that did not go in New York went over here. For example, I have a line to the young boy: "You've been out with women—I mean to parties with young girls, haven't you?" On Broadway I broke the sentence definitively, here I slurred the second part, caught myself up on the "out with women" and I got my laugh. New York didn't catch that innuendo. There are lots of others. Generally I think the British like vulgarity—not suggestiveness—more than Americans. And maybe it's the British in me that makes me feed it to them. I think they are more sentimental, too.'

"Another difference is that the English audience insists more on logic. In 'Caprice' the bit in which the boy falls in love with the woman happens all too quickly for the British, who claim that a boy wouldn't be influenced so quickly, even if he were tight or had just written a poem—which he is not and has not. And in this quality, the Lunts believe, Americans may be more responsive; they understand symbolism better.

"What excites the British press—and it is considerable excitement—is not so much the play nor the acting as the extraordinary fact that Lynn Fontanne was born in England. My objection to this is that it starts one of those endless comparisons between America and England which seem so necessary to successful London dinner parties. Into this Mr. Lunt has thrown a still worse bomb: he has unearthed the fact that he is a Finn. Douglass Montgomery, who plays so well the part of the *Young Woodley* prototype, has just told a very earnest critic that he is four Hawaiians. So probably very little of 'Caprice' as a play will get into the press."

ABOUT THE COVER ARTIST

WE BRING A GOOD DEAL OF THE WEST to our readers to-day. The cover represents a familiar scene of the past, and the artist, as his autobiographical sketch below will show, has been there to see and record a "Discovery of Last Chance Gulch." Charles M. Russell was born in St. Louis, Missouri, March 19, 1865, and has been a prolific producer of Western scenes in paint and in bronze. An exhibition of his work at the Grand Central Galleries held just before his death in 1926 carried, on the catalog, the following frank account of himself:

"The papers have been kind to me—many times more kind than true. Altho I worked for many years on the range, I am not what people think a cowboy should be. I was neither a good roper nor rider. I was a night wrangler. How good I was, I'll leave for the people I worked for to say—there are still a few of them living. In the spring I wrangled horses. In the fall I herded beef. I worked for the big outfits and always held my job.

"I have many friends among cow-men and cow-punchers. I have always been what is called a good mixer—I had friends when I had nothing else. My friends were not always within the law, but I haven't said how law-abiding I was myself. I haven't been too bad nor too good to get along with.

"Life has never been too serious with me—I lived to play and I'm playing yet. Laughs and good judgment have saved me many a black eye, but I don't laugh at others' tears. I was a wild young man, but age has made me gentle. I drank, but never alone, and when I drank it was no secret. I am still friendly with drinking men.

"My friends are mixed—preachers, priests, and sinner. I belong to no church, but am friendly toward and respect all of them. I have always liked horses, and since I was eight years old have always owned a few.

"I am old-fashioned and peculiar in my dress. I am eccentric (that is a polite way of saying, you're crazy). I believe in luck, and have had lots of it.

"To have talent is no credit to its owner, for what man can't help he should get neither credit nor blame—it's not his fault I am an illustrator. There are lots better ones, but some worse Any man that can make a living doing what he likes is lucky, and I'm that. Any time I cash in now, I win."

A BRITISH JAB AT OUR "TALKIES"

THE AMERICAN MOVIES have stood a good deal of condemnation in foreign lands; the talkies seem to be in for more. One ingenuous Britisher condemns the whole new invention as a subtle form of propaganda designed to Americanize the world. Had he read the correspondence of a writer for the Manchester *Guardian,* he would, assuming the soundness of this writer's views, "scarcely pay himself and his country such an oblique compliment." "The movies in America," says this writer, "continues to be obsessed by the twelve-year-old mind, and, for various reasons, the results of this policy are more painful on the vocal films than on those which we may some day learn to call 'the dumbies.'" This quality of the speaking film may cause its earlier damnation, because it makes a double assault on the nerves of such hypersensitives in whose behalf the writer now protests:

"The twelve-year-old is responsible for the irritating slowness of speech, for the avoidance of any word with more than two syllables, for the elimination of all subtlety of motive or action. But there are other difficulties which seem likely to keep the talking pictures of negligible artistic importance for some time to come. Chief of these is the inability of writers, directors, and actors to adjust themselves to the new technique. Their first response has been to reproduce stage drama word for word and gesture for gesture. It ought to be obvious that this is not the final function of the talking screen. The stage is what it is because it has limitations which it can not transcend. Of the old Greek unities of time, place, and theme, the first two are honored because there is no help for it; by the time the scenery has been changed a dozen times in an evening, the stage-hands are exhausted, and there are certain natural conditions and phenomena —a storm at sea, a forest fire, and others much less violent— which, no matter how well imitated, remain slightly ridiculous in the theater. For the dialog film to discard all the natural advantages in technique which the cinema has acquired in a quarter of a century would be absurd.

"Even within their own present self-determined limits, the producers of talking movies are doing a painfully bad job, and one for which they can not quite be forgiven. Their imitation of the stage is an awkward and embarrassed one, as is perhaps not surprizing in view of the antecedents of most of their chief officials. Few of the producers, directors, or actors have had any extended experience in drama. Much has been said recently about the talkies stealing all the stars from Broadway, but this has not happened, and will not. It has been discovered that most stage actors do not photograph well, and that many a voice admired by theatergoers comes through the microphones weirdly distorted. The combination of the right voice and the right features is rare, and is not much more likely to occur among professional actors than any other group. Their training and experience are of some value, but of less than might be supposed; they have a tendency to overact before the camera, and to shout into the microphone in a painful way."

The one exception to this general rule of ignorance is perhaps the playwright, we are told; and here again is repeated the tale of the expectant procession going to Hollywood passing the disgruntled procession coming back:

"Most of the better-known dramatists have lately tried their hands at writing for the talkies. They go to Hollywood for a few weeks, or months, at a fabulously high salary, and at the end of that time they usually come back to Broadway vowing that never again will they have anything to do with the movies in any form. The entrepreneurs of film-land are notoriously incapable of putting to use the brains they hire so lavishly. They distrust 'experts,' and listen impatiently or not at all to men whom they are paying 200 pounds a week precisely because they are worth hearing. This is, of course, a familiar story, but the advent of audibility has made it even worse.

"In view of these facts it is hardly surprizing that the developments of the past year have been few and almost all of a purely technical character. Sound is being reproduced more efficiently; the early lisp has been eliminated, and the technicians have learned not to imitate the noise of horses galloping through snow by clapping together the halves of a coconut shell. Voices now 'fade in' and 'fade out' at the beginning and end of a scene. The producers have lately learned an interesting sort of vocal 'expressionism,' letting the audience hear a confused mass of sounds, persons speaking disjointed words, in the mood of the forthcoming scene, or suggesting developments in the story which are not to be shown on the screen. This is, however, the end of the catalog, and, generally speaking, the twelve-year-old continues to reign."

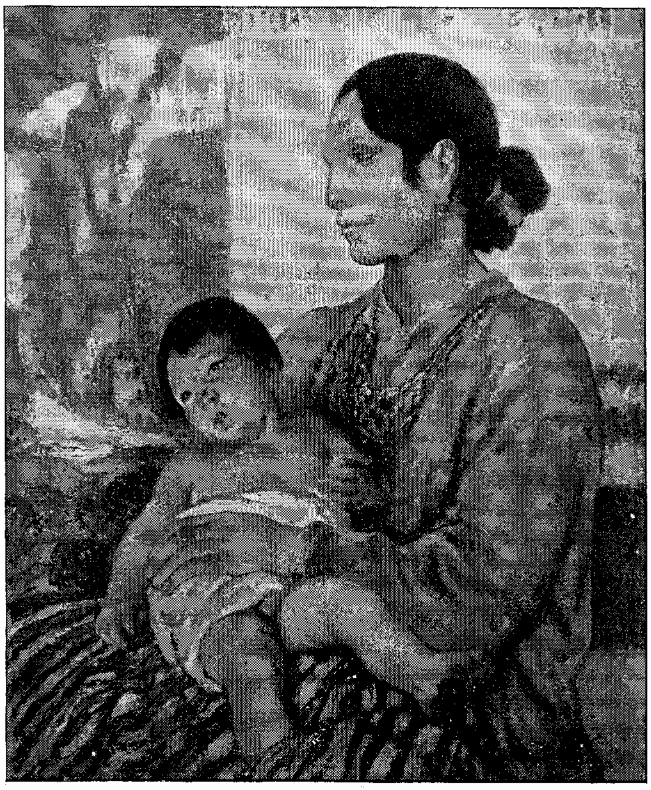
The correspondent ventures on a prophecy, tho he admits its "foolhardiness" in respect to the "ever-changing movies":

"The majority of films in the future will use dialog, and all will carry their own musical accompaniment.

"The majority of films will be made stupidly for stupid people, just as has been the case with the silent movies for twenty years.

"It is possible that a few talking pictures of an interesting, experimental sort will be made to be shown before superior audiences in the small and special cinemas which are beginning to be built in the larger American cities.

"Hollywood talking films will be made in the American language for the American market. The English-speaking world will be a secondary outlet, which the producers will retain if they can, but will surrender if they must, rather than alter the accent of their players and risk impairing the value of their films to the 20,000 cinema theaters at home."



"A MOTHER FROM THE TURQUOISE LAND"

This Indian study by F. Luis Mora will be reproduced in color on our July 27 cover.

MR. BELASCO PROTESTS—Assuming *The American Hebrew* to be an authority in matters pertaining to the Jewish people, we quoted in our May 25 issue their strictures on the recently produced Passion Play as sponsored by Mr. Morris Gest and Mr. David Belasco. The latter has since written us the following protest:

"My only connection with the Passion Play was to attend the three final rehearsals. I am no more entitled to praise for the merits it possest than I am to censure for its having been produced.

"It has been my habit to help my son-in-law, Mr. Morris Gest, when he has called on me for assistance in some of the great spectacles he has presented. I have not interfered in any of his production plans, or attempted to tell him what he should or should not do. That has always been my attitude.

"I did not present the Passion Play, and I have no financial interest in it."

RELIGION AND SOCIAL SERVICE

WHAT LABOR THINKS OF THE CHURCH

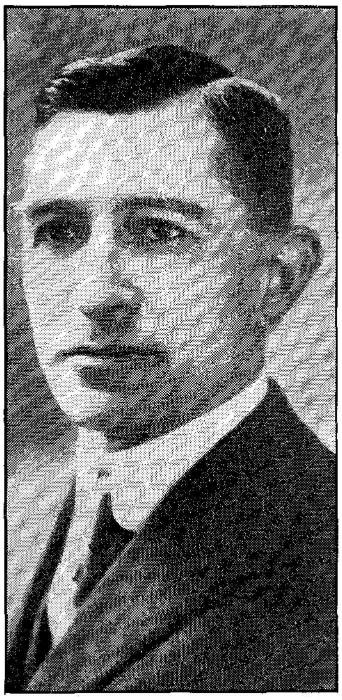
THE CARPENTER OF NAZARETH counts among His followers many of His own and other trades, but there are handlers of the saw, of brick, and of machinery, who, while they champion Him and reflect His message in lives of service and sacrifice, savagely criticize the Church for failure to help in redressing the wrongs of organized labor. To them the Church is the sanctuary of the sleek and well-kept, of those who can listen to the story of the Good Shepherd without bothering about His lambs, of those who have no fear that penury will nip them in their old age. So they have no ardor for the Church. Yet, says James H. Maurer, President of the Pennsylvania Federation of Labor, "if the workers had the same faith in the Church that they have in the Bible, there would not be half enough churches in the country to hold them." Of course, in some instances, notably in Communistic Russia, and among those of the extreme Left, the workingmen reject the whole fabric of religion, and proclaim that God is a pleasant fiction invented to relieve the rich and keep the poor submerged. But in general the toilers of organized labor are critical only of the Church. In "Labor Speaks for Itself" (Macmillan), a symposium of labor leaders throughout the world, edited and introduced by Prof. Jerome Davis, of Yale University, author and editor, we learn why labor is indifferent or openly antagonistic toward the Church.

"WHERE WAS THE CHURCH"

Asks James H. Maurer, President of the Pennsylvania Federation of Labor, "in organized labor's efforts to have humane legislation enacted?"

"Obviously," says Professor Davis, "something is wrong in the field of industrial relations." Are the church leaders blinded by current conventional standards, or are they so busy sharing the wealth of the prosperous that they fail to see some areas of desperate social need? "Do they, to some degree, unconsciously exchange the gift of prophecy for yearly budgets and business boards?" Due notice is taken of the great church groups and of the social creeds they issue. But "once the pronouncement is made, little is generally done by the local congregation to make it effective. Inevitably the effort of the foremost national religious leaders tends to be polarized around the upper and middle-class groups who are not vitally concerned about the translation of 'social creeds' into industrial life. . . . Materialistic autocracy, through its control of the budget, subtly buys the minister's time and attention, and rarely permits his taking an outstanding part in the organized labor-movement. This, in turn, makes the class-conscious worker feel dissatisfied with the Church and with religion." A churchless class results.

"What is true of the minister is even more true of the average layman: he is so engrossed in the immediate interests of his profession that he can give scant attention to the needs of labor." This is the burden of Mr. Maurer's thesis. He tells us rather bitingly that the worker is not so much interested in hearing what happened to Lot's wife, as he is in what is happening to his own wife, "who, due to the strain of trying to raise his family on a meager income that permits of no rest or proper medical care, is slowly but surely turning into a corpse." As he puts it:



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"MEN WHO TOIL INQUIRE"

Says Arthur O. Wharton, President of the American Association of Machinists, "why the Church failed to use its power" to cure their ills.

"To go to a church and listen to a sermon about the sublimeness of being humble and meek, that no matter how desperate the struggle to live may be, one should be contented and not envy the more fortunate, because God in His infinite wisdom has ordained that there shall be rich and poor, and that no matter how heavy one's burdens on this earth, one should bear them meekly and look for reward in the world to come, and remember that God loves the poor—such sermons naturally sound pleasing to the ears of the wealthy listeners, and the usual reward is a shower of gold and hearty congratulations by the sleek and well-fed members of the congregation. But to an intelligent worker such sermons sound like capitalistic propaganda, upon which he is constantly being fed up by every labor-exploiting concern in the country, and quite naturally he tries to avoid getting an extra dose of the same kind of buncombe on Sunday. . . .

"In organized labor's efforts to have humane legislation enacted—such as workmen's compensation laws to take care of the industrial cripples, widows and orphans; mothers' pensions that make it possible for widowed mothers to raise their children in their own homes instead of breaking up the family and sending the children out among strangers or to public institutions; old-age pensions which aimed to decently reward old, worn-out workers, so that in the twilight of their lives they would not have to tramp 'over the hills to the poorhouse,' and similar humanitarian legislation—may I ask where the Church was or what it had to say on these subjects? When these measures were before the public, again we found a few courageous clergymen who had the courage of their convictions to come forward and do their bit. But the big crowd as usual twiddled their thumbs and did nothing."

Reminiscent of Communistic flavoring, J. B. S. Hardman, editor of *The Advance*, the official journal of the Amalgamated Clothing Workers, asserts that religion "lulls the social underdog with a sham consolation for the oppression and exploitation which are his lot, and furnishes the exploiter and oppressor with graceful distraction and absolution from his daily practise of meanness. This is the actual basis of church activity to-day." He proceeds:

"But the religious quest may also be the form of a search magnificent, one which aims at the world in which we live and is directed against the order which we have been accepting all too long. That quest is not out for an escape from life. It does not attempt to outflank reality. It fronts reality and seeks to mold it by pressure, to transform it through a new concentration and redirection of power. The church of this religious quest may not be built upon the word of God. It surely is not embedded in the wealth of some man. It is the age-old struggle of men for a growing, ever-expanding life for all men. Labor is itself a religion in this sense—not the dreamy religion of God, but the fighting religion of humanity."

A caustic ink drips from the pen of James P. Thompson, national organizer of the Industrial Workers of the World, who was imprisoned during the war for violation of the espionage act. He refused parole and commutation on the grounds of principle, and was finally unconditionally released by President Coolidge, after spending more than six years behind the bars. "People in ever-increasing numbers," he says, "refuse to believe fairy-tales of Gods and devils at war—one sitting on a throne in heaven, the other on a throne in hell. . . . Most members of the ruling classes pretend to believe for social and business reasons. They are still savage enough to try to change man's hope of immortality into an instrument of plunder, and they will continue to try as long as it pays. It is an age of hypocrisy. . . . You ask what we of Labor think of you? We are horrified —horrified at the unnecessary poverty and misery and slavery in the world, horrified at you and your savage Gods—and we are determined to drive all of you from your thrones."

Photograph by Underwood & Underwood

"I AM QUITE HOPEFUL"

Says Daniel Tobin, President of the International Brotherhood of Teamsters and Chauffeurs, "that the Church and the clergymen will become more like the Nazarene."

Here is something less extreme, but expressive of bitter disappointment at the Church's "indifference toward Labor." Arthur O. Wharton, President of the American Association of Machinists, a member of the United States Railroad Labor Board in 1918, and of the Committee of Labor, Council of National Defense, during the war, says that the vast majority of workers "speak of Jesus Christ and the Church as two separate entities, because they believe in Christ and His teachings, yet find little of the spirit of the Brotherhood of Man in actual practise in the Church to-day." Thus:

"Men who toil in the shops, mines, mills and factories, and who, prior to the advent of the labor-union, were forced to work twelve hours or, including preparatory time, between fourteen and fifteen or more hours per day, and not infrequently seven days per week, are prone to inquire why the Church failed to use its great power and influence to alleviate this inhuman treatment of the workers. It is not an adequate answer to say that the Church is interested in saving souls and, therefore, is not concerned with the physical well-being of the great mass of humanity.

"To what extent has the Church used its potential influence to correct the evils arising from the 'sweatshop' systems, the hell-holes where human beings were kept at their tasks until they dropt from exhaustion superinduced by dark, dingy workshops, polluted air, and general insanitary conditions? Would Christ have stood idly by, or invented excuses for His failure to act? His teachings clearly point the course He would have pursued to relieve these poor, helpless, weak, suffering victims of man's inhumanity to man.

"Is the Church fulfilling its mission if it assumes that it is not within its province to fearlessly advocate justice as well as chastity and obedience? What institution should be more concerned than the Church in safeguarding and promoting the welfare of the women, upon whom the future of the human race depends? Is it to be presumed that religious worship and teaching the Gospel represent the sum-total of the Church's duty and obligation to mankind, or should the Church teach and expound in addition the principles and precepts of justice as related to economic conditions of those who toil and labor in the interest of society?"

But our readers may recall that the Church was in great part responsible for the abolition of the twelve-hour shift in the steel industry, that many of the denominations have taken a pronounced stand against militarism and war, and that the Federal Council of the Churches of Christ in America has taken up the cudgels in behalf of Labor, and this long thread of censure is relieved by tributes to the influence of the Church, Protestant and Catholic, in behalf of those who earn their bread by the sweat of their brows. Referring to the efforts of men like the Rev. Dr. John A. Ryan and the late Cardinal Gibbons of the Catholic Church, and to the influential voice of the Federal Council of Churches, Daniel Tobin, President of the International Brotherhood of Teamsters and Chauffeurs, and a student of labor conditions in European countries, expresses his belief that "religion and the Church have, from a temporal standpoint, helped stabilize civilization, and that the man in the labor movement who endeavors to live up to the teachings of the Church, no matter what church it may be, will find it impossible to go wrong." Yet, even here, tribute is touched with criticism. Mr. Tobin writes:

"I am quite hopeful, as we advance in civilization, that the Church, as a whole, and the clergymen of all churches, will in truth and action become more like the Nazarene, the poor carpenter who lived among the workers and suffered the anguish and privations of the toiler, to the end that through the actions and expressions of our clergy the millions of working men who are becoming weak in their faith and who are, many of them, losing confidence in the Church, may be brought back into the fold, for, again I repeat, life for the human being who has no use for religion or the Church in his make-up is not worth living.

"I make this statement fully understanding that there are thousands who do not believe in the present-day Church, men who are absolutely honest and sincere, and who are good-living citizens.

"Yes, I am an absolute believer in the Church, but my personal opinion, judging from my experience in the labor movement, is that because of the expressions, declarations and actions of our clergymen, the labor movement to-day in America and other countries has very little confidence in the Church."

But Thomas F. McMahon, President of the United Textile Workers of America, gives all honor to the Church, for he believes that "there would be no such thing as a trade-union movement if there had not first been a Church." It is partly because of the support of public opinion as exprest through the Church, he says, that he believes that Labor has made such magnificent strides forward. "Labor," he writes, "must think of the Church as its friend if it wishes to prosper and go ahead. The Church, recognizing the evils Labor is fighting, is not only ready but willing to give it assistance. Labor needs this assistance, and needs it badly, in fighting against the evils which are confronting it to-day." Labor, he urges, "must be either with the Church or against it. I choose to be with it whole-heartedly and without equivocation. I do not want to condemn the Church because of the acts of some of its representatives any more than we want the cause of Labor to be judged by the acts of some of our representatives."

JEWS AND COLLEGE FRATERNITIES

JEWS ARE BARRED FROM JOINING desirable fraternities and kept segregated from social contacts worth while, complains "A Seeker for Justice" in a recent letter to *The Yale News*. After stating that Jews are excluded from fraternities at the college proper, and at Sheffield, he deplores that they are forced into organizing their own groups and associating exclusively with members of their own race. Then he exclaims feverishly:

> "You Anglo-Saxons are too drunk with power to realize that the Jews are a superior people. They were highly civilized when your ancestors were still semi-barbarians. The Jews have contributed materially to civilization. Such names as Heine, Einstein, Spinoza—yes, and Christ, too—illustrate what the Jews have given to the fields of literature, science, philosophy, and religion.
>
> "You are proud of your democracy, aren't you? Well, the American Revolution was financed by Jews. It would be fitting to give them a little of the equality of opportunity for which the democracy of America—and therefore Yale as an American institution—is supposed to stand."

While all this must have relieved the overcharged soul of "A Seeker for Justice," comments *The American Hebrew* (New York), "it put him and our coreligionists at the New Haven institution in an unenviable light."

> "In the first place, the facts do not jibe with his accusations, as the editor of *The Yale News* dispassionately points out. In the second place, even if they did, what is gained by setting up a howl for social recognition? No one wishes to pick his boon companions at the wailing wall, and no one ever will tap into a desired fraternity the too-facile vocalizer of his sorrows and his self-pity. Ululation and initiation do not go together.
>
> "As to the facts. 'If the writer of the above communication,' comments the editor, 'will scan the past records of junior fraternities, he will find Jews listed in several memberships. . . . The writer forgets that many Anglo-Saxons in Yale are not members of fraternities, and that social adaptability is more or less of a prerequisite, regardless of racial extraction. This is true not of Jews alone, but of all races whose members were and are members of Yale junior fraternities. It is well to remember that one is first a Yale man and, secondly, a member of a certain race. The converse does not hold here.'"

It is possible to verify *The Yale News* editor's rebuttal of the complainant's accusation, says *The American Hebrew*, which, with a note of sharpness, goes on to recite that what seems to be the truth is this:

> "A very limited number of Jews have been admitted to junior fraternities purely on the basis of personal merit. Their racial and religious connections were not a bar. They were judged by the exacting court of their contemporaries and peers to be socially desirable Yale men. They made the grade and, we hope, lived happily ever after.
>
> "Undoubtedly, too, reading between the lines, it has been difficult, almost impossible, for a Jew to gain the precious fraternity memberships reserved mainly, as 'A Seeker for Justice' claims, for Anglo-Saxons. What of it? The highest type of Yale man, measured by open-mindedness and nobility of character as well as by a passion for the truth and general cultural breadth, will hardly fail to recognize a kindred spirit, whoever and wherever he may be.
>
> "No Jew need beat pudgy, unavailing fists at a locked door. And the open sesame is surely not a grandiloquent mouthing of racial superiority which every one not emotionally concerned properly translates into just 'Ouch!'
>
> "Pride and common sense should have prevented 'A Seeker for Justice' from rushing into print with his undignified complaint. We feel certain that now it sounds as puerile to him as it does to us. A true son of the Maccabees does not indulge in self-pitying squawks.
>
> "Generally speaking, the habit that some of us have lapsed into of shouting 'Anti-Semitism' when we have been personally hurt does us little credit. There are marauders against whom we must be warned. *The American Hebrew* takes full cognizance of this, as our news items and our editorial columns have shown again and again. But we do not believe in shouting 'Wolf! Wolf!' when we see a raccoon coat."

HINDUISM OUT FOR CONVERTS

HINDUISM IS TO TURN on the missionary faiths which have been winning away its people, and will itself get into the missionary field, according to a decision of the Hindu Mahasabha, which met recently at Surat, in the Bombay Presidency, under the leadership of Babu Ramananda Chatterjee, the distinguished Bengali journalist and publicist. Instead of casting out those who have strayed from the Hindu fold, Hinduism will welcome them back to the faith of their fathers, and is desirous, too, of receiving converts from other faiths. Christianity and Mohammedanism, therefore, will have an active rival in the other great faith. Mr. Chatterjee reports in his own *Modern Review* (Calcutta):

> "Non-Hindu communities in India, like the Mohammedan and the Christian, particularly the former, have increased vastly at the expense of the Hindus and the aborigines of India. Therefore, anything done to arrest this process can not be looked upon with favor by the followers of those non-Indian faiths. Reversing the process will be still more unpleasant for them.
>
> "But I do not see how one can logically and justly object to the Hindus doing what the others have been doing for centuries—particularly as the Hindus have not gone in for the accession to their ranks of 'rice' Hindus, of non-Hindu women abducted or forced into conversion, of men tempted to come over by the prospect of marriage, of persons induced to be converted by the prospect of economic advantage, and of persons forced into conversion by terrorism of any kind. The Hindu Mahasabha and Hindu missions connected with it want reconversion and conversion only by fair, open, and legitimate means."

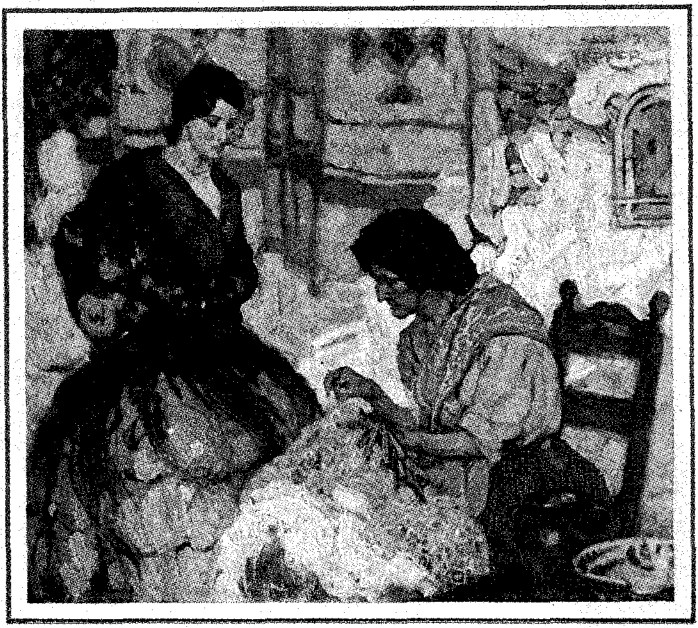
Proselytizing is not actually a new departure for Hinduism, says Mr. Chatterjee. Its methods may have been different from the methods of non-Hindu religions, "but from time immemorial Hinduization has gone on continually." It is sanctioned, we are told, in the ancient Hindu Scriptures. Many Indian and non-Indian tribes have been converted, writes Mr. Chatterjee, and he reports that "innumerable Huns, Scythians, Parthians, and others who made inroads into India centuries ago, were absorbed by the great Hindu community, and were sometimes assigned all but the highest place in the Hindu social organization."

A NEW BROOM FOR BROADWAY—Broadway has taken a leaf out of the volumes of its critics. Flo Ziegfeld, original "glorifier of the American girl," states his belief that "there's too much dirt and nakedness" in present-day revues, and that the tired business man has grown a little more weary than usual in gazing upon nudity in the theater. For this reason he intends, he says, to abandon production of revues, and may also suspend his famous "Follies." "The revues of late are nothing more than dramatized dirty stories, which, in pre-Prohibition days," he states, "found their origin in barrooms. In theatrical parlance we call them 'blackouts.' That is why I consider it a disgrace to be associated with a revue producer at the present time. Unless the 'Follies' can be distinguished from the current conception of the revue, I shall abandon them as I have the revue." So *The Presbyterian Banner* quotes Mr. Ziegfeld, and then approves his remarks on beauty contests:

> "The respectable American girl will not parade in beauty contests. I do not believe in beauty contests, because the contestants are not representative of the typical American girl. Such contests do their greatest harm in misleading the girls that are chosen for their beauty. The poor girl is exploited, and when she finally realizes that she is not so handsome she experiences a terrible come-down, which often causes her to lose all perspective in life. Beauty contests are the greatest detriment to the youth and beauty in America."

"This is an authoritative and smashing condemnation of nudity, and especially of these so-called 'beauty shows,' which are chiefly noted for their vulgarity and their lack of beauty," comments *The Presbyterian Banner*. "No self-respecting girl, knowing what she is doing, will go into one of them."

PACKARD



Willing years of patient artistry are often gladly devoted to a single piece of rare and exquisite lace

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Packard artisans take pride in their work. So into the building of every Packard car goes a subtle something not to be measured by gauges, or weighed by scales —yet no less important than fine materials and expert engineering. It is the keen interest of the true craftsman in handiwork well done.

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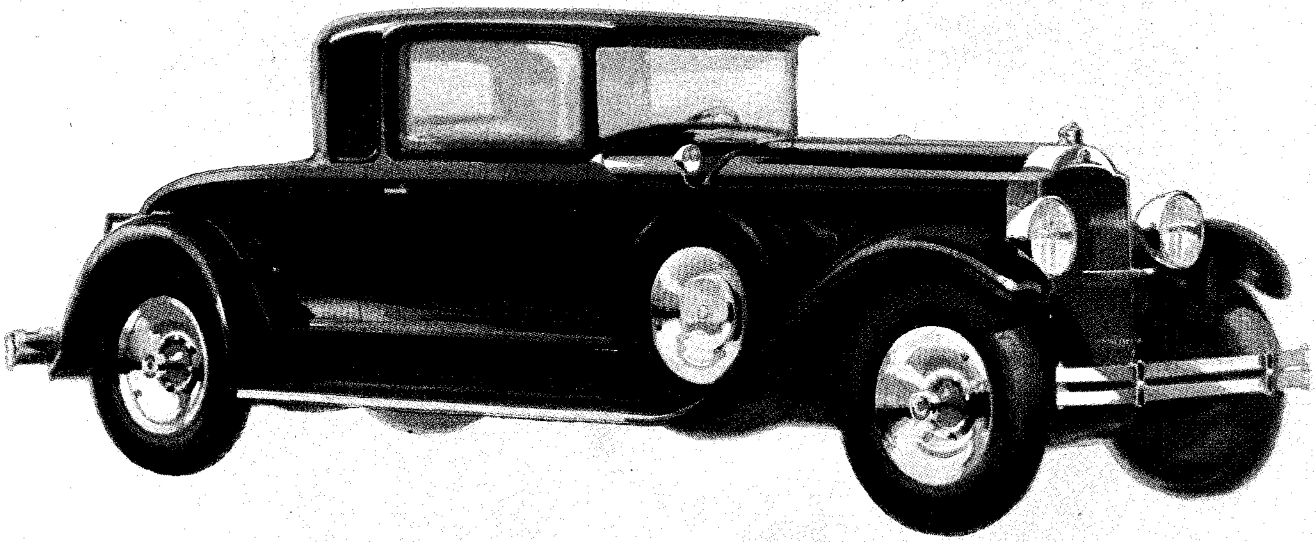
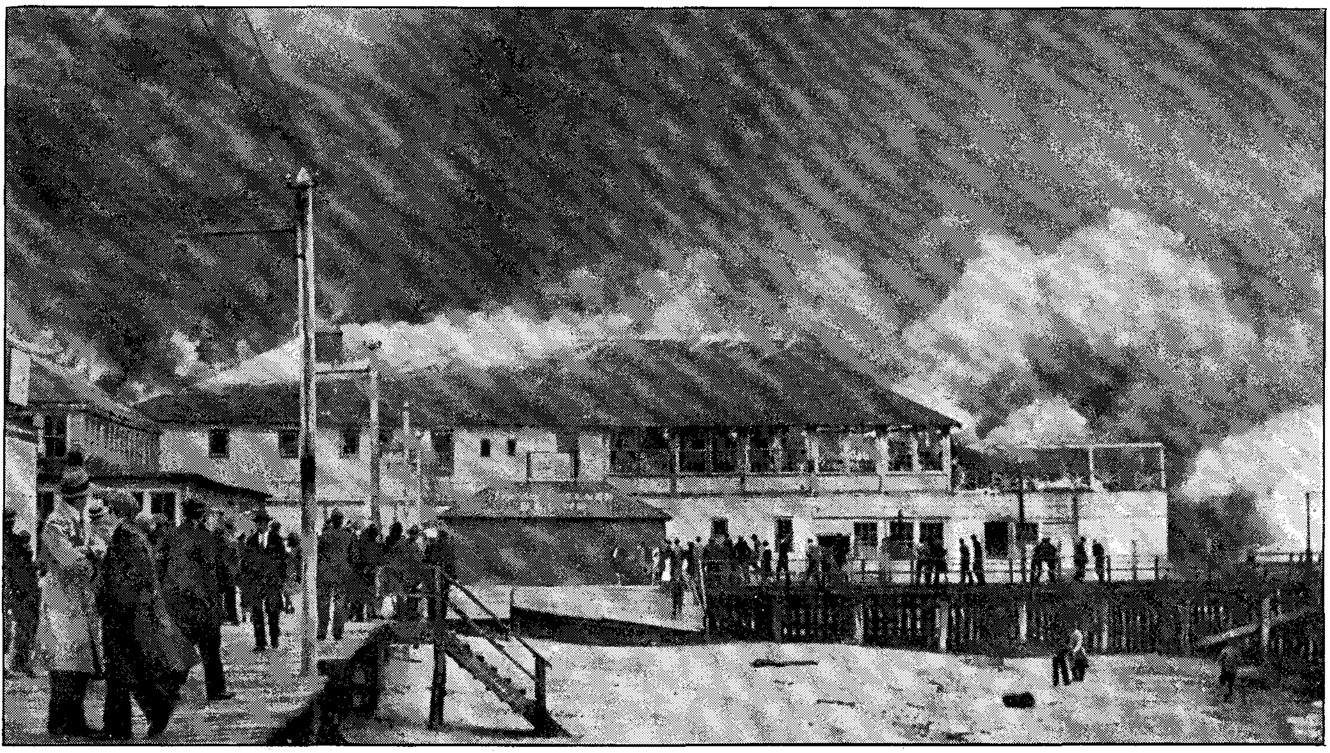
In such an atmosphere of quality tradition Packard workers have found that personal ideals of excellence in craftsmanship are encouraged, not sacrificed—and Packard has found that finer cars result.

ASK THE MAN WHO OWNS ONE



SCIENCE ▾ AND ▾ INVENTION



P. & A. photograph. Courtesy of *Fire Engineering* (New York)

"THE RESORT FIRE USUALLY GETS A GOOD START"

A fire at a beach resort on Staten Island, New York City, a few weeks ago, which caused a loss of nearly $250,000.

BUILDINGS BUILT TO BURN

NOT THAT THE BUILDERS have destruction by fire in mind. *Fire Engineering* (New York), which prints an article on this subject, refers to such structures as grand stands, roller-coasters, and other such erections intended for amusement purposes, necessarily using large amounts of wood, interspersed with air spaces, and burning vigorously and speedily when alight. These, we are told, present a special problem for the fireman, and the journal named above gives advice about the proper procedure in handling a fire of this type. It says:

"If there is a more troublesome fire to handle, involving large quantities of wood, than the lumber-yard fire, it is the amusement-resort fire. Such resorts, being usually used for but a short season of the year, do not warrant expensive construction. As a result the cheapest and most highly inflammable materials are employed.

"Unlike lumber piles, the structures found in amusement resorts reach great heights, with the result that once a fire starts the department has an extremely difficult task on its hands. Flimsy frame structures, sheathed with wood, and a considerable amount of substructure involving the use of papier-maché, painted canvas, and similar materials, make a very fast-spreading fire, once it starts.

"If the resort is located on the water-front, the additional hazard of having many of the buildings set on spiles, together with board walks running through the entire resort, add to the fast travel of a fire and the difficulties the department has to face.

"The season of operation, while being short, is usually very busy, and careful housekeeping is the exception. Careless use of cigarets, cigars, and matches often provide the start of many such blazes.

"Where roller-coaster and similar amusement devices are at hand, great quantities of waste paper will be found beneath them on the ground. It requires only a carelessly tossed cigaret over the side of one of the roller-coaster cars to start the blaze going.

"The handling of the average resort fire requires big streams and plenty of them. But the resorts are either so located as to be on the outskirts of the town or away from the maximum protection of the local department. In such cases, the department usually has to operate at a severe handicap, for the number of companies immediately available is small. To call additional companies means having them travel considerable distance, and if roadways are at all congested with traffic, the resort would likely be wiped out before sufficient help could reach the scene.

"Big streams are absolutely necessary. One large stream is worth half a dozen smaller ones. The height of the structures encountered, the large area which must be covered, and the intensity of the heat all make such streams indispensable.

"Operations should be carried from the lee side of the fire, if at all possible. It does not require great volume of water to cool the burning materials off, but rather a quick dash. It is a question of fast work at a fire of this type. The damage is usually done in a half-hour or less.

"If the department has wagon pipes available, they should be brought into play at the start, for they afford a means of readily directing streams in all directions and make possible the use of high pressure not safe where hand lines without proper holders are employed. In placing the wagon pipes they should not be placed immediately in the path of the fire, but on the edges of the apparent path of travel, so that in the case of an emergency, they can be backed out of danger. One wagon pipe operating from each side of the path of travel of the fire, at the lee end of the burning property, will likely be able to hold the fire from gaining further headway in this direction.

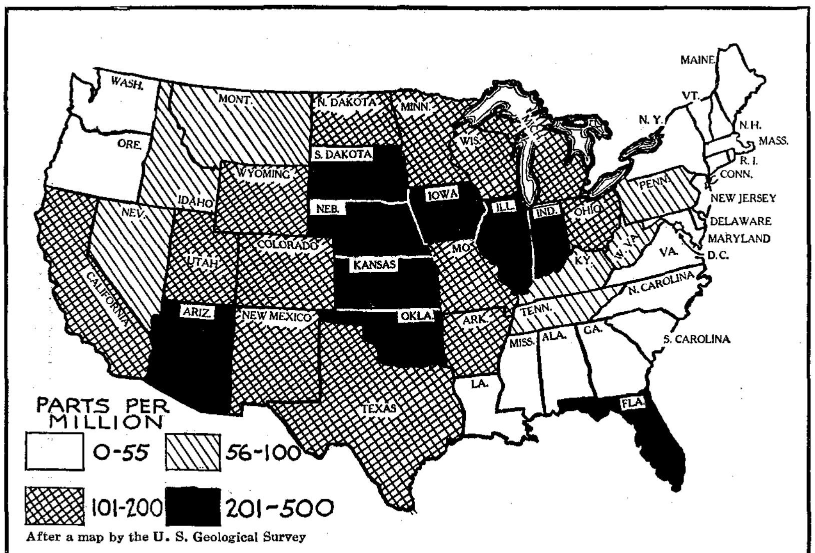
"Where grand stands are ablaze, it is a question of spraying the largest possible area in the shortest possible time. Here again large streams with high pressures are required. Even tho the streams break up before they hit the fire, they will prove comparatively effective. Furthermore, the presence of the spray in the air before it strikes the burning planks tends to cool the heat-waves from the fire, and thus aids in protecting exposed property.

"In killing fires beneath board walks or piers, planks can usually be pried up with claw tool, ax, crowbar, or other appliances, and streams put in operation beneath the planks.

"In the case of piers, it may be necessary, as noted above, to pry up some of the planks and get cellar pipes into operation to kill fire burning beneath. To sum up, fast work and big streams are the two essentials in handling the average amusement-resort fire."

THE BENEFITS OF SOFT WATER

CITIES THAT OPERATE LARGE filtration plants would save their citizens much money at small additional expense, by installing also a plant for softening the water, in cases where it is hard. A glance at the accompanying map will show that there are very few "soft-water" States in the Union. And yet, says Robert E. McDonnell, member of the editorial board of *Water Works Engineering*, in an article contributed to that magazine (New York), soft water is now a public necessity, just as much as clear water free from sediment and bacterial poisons. He goes on:



After a map by the U. S. Geological Survey

HARD- AND SOFT-WATER STATES

Average hardness, by States, of water furnished by public-supply systems in cities.

"Hardness in water is almost entirely due to calcium and magnesium dissolved from rocks and soil. The dividing line between hard- and soft-water localities thus follows along geological boundaries; however, certain States, by reason of their underlying geological formations, are known as 'hard-water' and 'soft-water' States.

"States whose waters average in hardness from 200 to 500 parts per million are classed as 'hard-water States.' This group includes South Dakota, Nebraska, Kansas, Oklahoma, Iowa, Illinois, Indiana, Florida, and Arizona. The majority of these States draw their water supplies from wells.

"Thirteen States are grouped under 'an average hardness of 100 to 200 parts per million.' This group covers more surface supplies and less well supplies, and consists of the following States: California, Utah, Wyoming, Colorado, New Mexico, Texas, Missouri, Arkansas, North Dakota, Minnesota, Wisconsin, Michigan, and Ohio.

"Seven States have an average hardness of from 50 to 100 parts per million, and these are: Nevada, Idaho, Montana, Kentucky, West Virginia, Tennessee, and Pennsylvania.

"The States enjoying soft water, or an average of less than 50 parts per million, are: All the New England States, the Atlantic States, three Southern States (Louisiana, Mississippi, Alabama), and, in the Northwest, Washington, and Oregon.

"Local geological formations frequently exist that may cause hard-water supplies to exist in the States where the average hardness is low.

"The concentration of population is found to be much greater in those areas where soft water is available for public water supplies. The city seeking manufacturing industries has a very great handicap against its becoming an industrial center if its water is hard.

"Hardness of water is of two kinds—temporary and permanent. In most waters the calcium and magnesium are present as bicarbonates. The hardness is called 'carbonate hardness' or 'temporary hardness,' which can be largely removed by lime or zeolite.

"Permanent hardness is more difficult of removal and requires soda ash or the zeolite process for its removal. The total hardness of a water is the sum of the temporary and permanent hardness.

"The average water user knows the water is hard if a large amount of soap or washing compounds are required to break the water or produce suds or lather. The use of soap serves to soften water for domestic use, and is necessary because water has but little cleansing power until soap has neutralized the calcium and magnesium salts.

"There is a loss or wastage of one-fifth of a pound of soap per 1,000 gallons for every part per million of hardness. For a water of 300 parts per million of hardness, with a population of 40,000, one ton of soap would be wasted per day. With an average cost of 5 cents per pound for soap the loss would be $100 per day, or approximately $1 per person per year.

"To the layman, the water user, the housewife, and bill payer there may exist a common belief that water is water, and as long as it is clear, free from bacteria and is plentiful, then there is no cause for complaint; and nothing is done about it. The average citizen goes on complacently paying soap bills, laundry bills, fuel-heating bills, plumbing bills, pipe-cleaning bills, linen-renewal bills, cosmetic bills, and innumerable other bills—all higher than they should be, and some entirely unnecessary—all because there is too much hardness in the water."

Taking the hardness out of water is considered by Mr. McDonnell as purely a municipal function—a duty and an obligation owed to the public. A municipal plant can be put in at moderate cost, and would serve all water users at an operating cost averaging one-twentieth of the cost to the family fortunate enough to have its own water softener. He proceeds:

"The rapid increase in the number of municipal water-softening plants is due, in a large measure, to the economy of municipal softening as compared with individual softening. The original investment for municipal softening is one-tenth that of individual softening, and the operative costs for a community softener is but one-twentieth that of a home softener.

"The softening of waters for municipalities has been accomplished along with filtration and at a slight additional cost. The new filtration plants throughout the country now being designed should provide equipment for softening water as well as removing its other impurities.

"If the surface supply requires filtration and the carbonates are high, justifying a lime treatment, the lime serves as a purifying as well as a softening agent. Lime is a most effective germicide, as well as being economical.

"The bacterial efficiency of softening and coagulating basins over single coagulating basins, with the use of lime as a softening agent, has been clearly demonstrated.

"Taking hardness out of water sufficient to make it satisfactory for all domestic and commercial uses, in a public supply, has demonstrated that it is best not to remove the total hardness below about 75 to 100 parts per million. Below that would merely add materially to the operating costs, with no appreciable advantage.

"The question is often raised as to the effects of hard or soft water upon the human system, and occasionally statements have been made as to probable harmful effects of each kind of water. After much research the general opinion of the best authorities seems to be that no appreciable harmful effects have been demonstrated from the long-continued use of either very hard or very soft waters for public water supplies.

"The savings by reason of soft water come principally to the home owner or whoever pays the annual household bills, rather than to the municipality. For every dollar invested by the municipality a many-fold saving is made to the water user. The annual saving in soap alone averages three times as much as the annual cost of softening the water with lime.

"The largest saving comes in decreased fuel bills by reason of less fuel required for heating where a non-scale water is used in heating plants. Investigations show this saving runs from 5 to 10 per cent. of the annual fuel bills.

"To a housewife the soft water brings longer life of fabrics and linens; one bar of soap where four were formerly required; no frequent replacement of heater coils, toilet, and plumbing fixtures; absence of stains in wash-bowls, toilets, and sinks; little, if any, incrustation in hot-water service pipes.

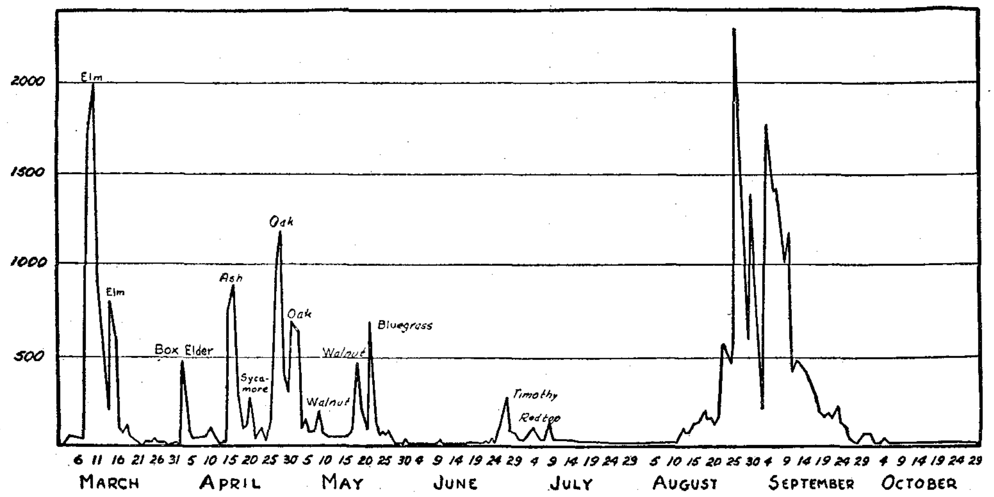
"No investment by the city gives greater returns to its citizens; and, of all municipal improvements, none has proven so universally popular as plenty of pure, soft water. Cities with soft water are industrially in a position to assure new industries of at least 10 per cent. less annual operating production costs by reason of soft water.

"The benefits of soft water are city-wide and to every individual, and the time is fast approaching when soft water will be considered a strong civic asset. The superintendent and city officials can not afford to ignore its consideration."

A "POLLEN-PROOF ROOM" FOR HAY-FEVER

CHARACTERISTICS AND CAUSES of this widely prevalent trouble, together with some recent methods of treatment, especially that of the "pollen-proof room," are given in *Chicago's Health* by the health-commissioner of that city, Dr. Arnold H. Kegel. Hay-fever, Dr. Kegel reminds us, is prevalent from March to October in the Chicago area, but cases are most numerous in the fall. The most important season begins about August 15, and continues until the first frost. However, there are two other fairly distinct hay-fever seasons, one in the spring and one in the summer. Approximately one-half of the untreated cases eventually develop asthma, which is more serious than the hay-fever itself and more difficult to treat. We read further:

"The chief cause of hay-fever is the pollen from certain plants, particularly ragweed. Different plants pollinate at different times during the year. The accompanying chart shows the time at which these various plants pollinate. The figures on the left border of the chart give the number of pollen granules collected in twenty-four hours on a small glass slide smeared with vaseline. It has been demonstrated that the severity of the patient's symptoms is almost always proportional to the amount of pollen in the air.



MONTHS WHEN VARIOUS PLANTS SHED THEIR POLLEN

The sharp points in August and September represent ragweed.

"The great majority of people go through life and breathe the pollen from all kinds of plants, as well as dust from many other sources, with little or no inconvenience. Others are not so fortunate. There are many people whose blood is extremely sensitive to certain foreign substances. Physicians speak of this condition as physical allergy, or anaphylaxis, and the diseases as allergic diseases.

"Ragweed pollen is responsible for approximately 90 per cent. of hay-fever trouble. Many other substances have been found to produce the disease. Drugs like ipecac and quinin, and many others, are occasionally responsible; susceptibility to musk has been occasionally met with. Dust in various industries, from coal or wood smoke, may cause reactions in susceptible individuals. Cat's fur and fur of various other animals, and sometimes the feathers of birds, are responsible. Practically 10 per cent. of the population of the United States is susceptible in some degree to some substance. The symptoms may be only a slight irritation, and it may cause marked inconvenience and damage the health.

"If one has symptoms of hay-fever, the first thing is to find out what substance is causing the trouble. The patient should go to a physician, explain his symptoms, and have a skin test made. This is a very simple, harmless, and painless procedure. When the offending substance is identified, the treatment, of course, is to get rid of it, whatever it may be. The great majority of cases, however, are due to plant pollen. If a pollen is causing your trouble, the perfectly evident and logical treatment is to keep the air breathed free from this pollen or as near free from it as possible.

"Pollen sufferers can be kept in an atmosphere almost free from pollen by remaining as long a time as possible in a room that is kept closed. Muddy water becomes clear through settling if it remains still long enough. Pollen settles out of the air in the same way.

"Select a bedroom with as few doors and windows as possible. The room should be thoroughly cleaned, and pictures and all hangings removed. Also remove rugs and carpets and all other furniture and material not absolutely necessary. The walls and ceiling should be cleaned with a damp cloth or calcimined. The floor should be cleaned by washing or with an oil mop. Next a screen is provided which will allow some outside air to enter and still keep out the pollen. We suggest taking a well-fitting fly screen and tacking securely to the frame an additional covering over the wire screen of some heavy, close-mesh cotton cloth. Cheesecloth or similar open-mesh cloth would be useless.

"The bed should be arranged with as few coverings as possible. It should be covered during the day with a large sheet that extends from the head to the foot, and well over the sides. In the morning after the bed is made and covered with the sheet, the room is closed and must on no conditions be entered. At night when the patient wishes to enter, he does so with the greatest care, opening the door gently, stepping inside and closing the door, walking about as little as possible. Some pollen has settled on the floor, and this must not be disturbed. The sheet covering the bed is to be carefully folded and laid to one side without shaking or disturbing any more than is absolutely necessary. With a room of this kind cared for intelligently, the pollen count can be kept very low, and many patients after sleeping in such a room find they can go through the day with much less inconvenience.

"If the temperature becomes too high for comfort in the closed room, a fan may be used. This, however, is not recommended, as the fan stirs up pollen from the floor and is for this reason undesirable. A better method is to provide a twenty-five-pound cake of ice in a wash-tub or other convenient receptacle in the room.

"Similar precautions in the office or place of employment during the day are usually much more difficult. Probably the time will soon come when air conditioning will be so general in office buildings, factories, and other buildings that the hay-fever sufferer can quite generally find relief indoors.

"The foregoing is preventive or palliative treatment only. The patient should consult his physician. He should have his nose and throat examined. Possibly correction of unsuspected physical defects will give considerable relief. He should also follow his physician's advice with regard to injection treatments of an extract of the offending substance. Hay-fever is most successfully treated by this method before the pollen season opens.

"Lastly, cut the weeds. Each individual should cut the weeds in his own yard and call this to the attention of his friends and neighbors, and use every effort to spread the important truth, that the destruction of all weeds would reduce the occurrence of hay-fever by almost 90 per cent."

HANDWRITING AND EYESIGHT—Handwriting is an index to the nature of eyesight defects, according to Prof. Frederic A. Woll, Director of the Department of Hygiene of the College of the City of New York. Of 7,500 students attending the College since 1924, 42 per cent. had defective vision, according to Professor Woll. He says, in a report to the Eye Sight Conservation Council of America, which is conducting a nationwide movement for better vision in education and industry:

"The human eye is like a camera. The eye of the near-sighted person is adjusted to take close-ups; that of the far-sighted person long-distance views.

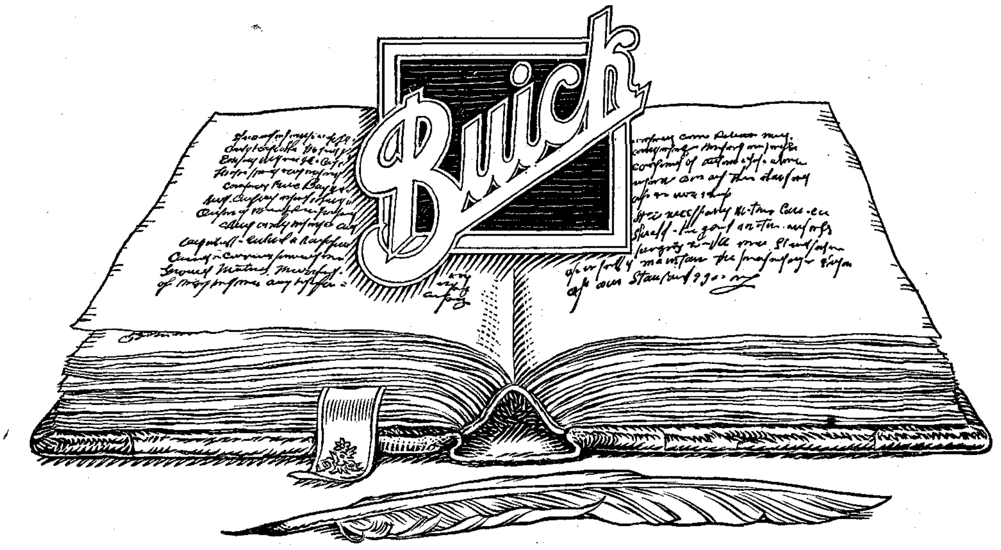
"If the average handwriting of a person with normal vision is taken as a standard, that of the individual suffering from near-sightedness will be found to be much smaller, and that of the far-sighted individual much larger.

"The near-sighted person does not realize that his writing is small, for he sees it enlarged; and the far-sighted person does not know that he writes large, for his eyes reduce the image for him.

"This tendency to large or small handwriting may become

(*Continued on page 30*)

TRUST BUICK TO IOLD TRUE TO BUICK TRADITIONS



The brilliant record of the Buick Motor Company during the past quarter of a century is the pride of motordom. But the builders of Buick and the new Marquette hold everlastingly true to their policy of progress. They will continue to press onward to still greater heights of service.

The ideal of Perfection—the finest goal any man or group of men may seek—is the goal of the builders of Buick and Marquette automobiles.

No other goal will do. All others imply an end of effort. And to Buick craftsmen, as to leaders in every field of endeavor, each new achievement marks a fresh beginning.

Progress—the guiding spirit of the Buick organization throughout a quarter of a century—remains the guiding spirit of this organization today.

It does not alter matters that the Buick Motor Company holds acknowledged supremacy in fine car manufacture . . . nor that Buick and Marquette automobiles set the standard of value in their respective fields . . . nor that the motoring public honors both cars with the final and unmistakable reward of buyer preference.

These facts bear witness to leadership. But the leader is a *true* leader only when he merges the thought of leadership in the greater thought of continued service and advancement.

The builders of Buick and Marquette will always endeavor to improve upon their own standards—to build better and better—to give greater and greater value, month after month and year after year.

Buick supremacy is more apparent today than ever before in Buick history. Marquette popularity is thrilling America. And yet Buick-Marquette progress has only begun!

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Canadian Factories
McLaughlin-Buick, Oshawa, Ont.

*Division of General Motors
Corporation*

Builders of
Buick and Marquette Motor Cars

WHEN BETTER AUTOMOBILES ARE BUILT
BUICK WILL BUILD THEM

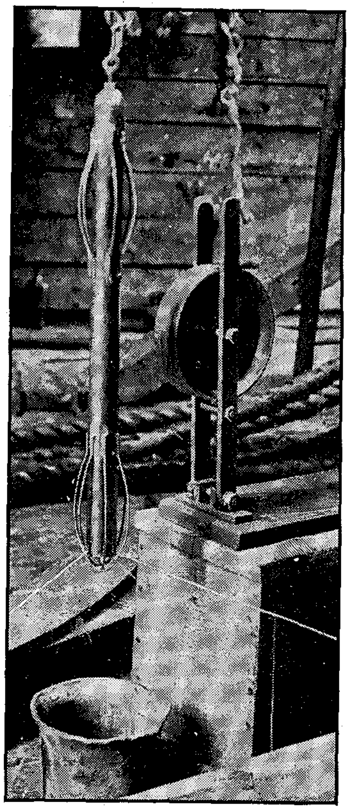
(*Continued from page 28*)

almost a national characteristic. In European countries where there is a high degree of near-sightedness, the average handwriting is almost as small and as regular as a printed page. In certain parts of the United States where the greatest number of people suffer from far-sightedness, the average handwriting is larger than normal."

All students entering City College are now given eyesight examinations with a skiascope, a device which throws a beam of light into the eye, and helps to measure the degree of error of the eye's refraction. This method, it is said, reveals eye defects which the simple visual acuity test charts employed in many schools are unable to discover.

THE EARTH'S INTERIOR HEAT

THIS IS DISCUST in the New York *Herald Tribune* by Prof. H. H. Sheldon, of the department of physics in New York University. There are two sources of information that may help us, he says—the volcano, which sometimes supplies us with unwanted data at inopportune times, and temperature data taken at deep oil-wells. It would appear that we are "skating on thin ice." We would not have to go through more than twenty or thirty miles to strike something decidedly interesting, Professor Sheldon thinks. He proceeds:



Courtesy of the U. S. Geological Survey

LOWERING THERMOMETERS

Into a well over a mile deep at Fairmont, West Virginia. A temperature of 170 degrees was found.

"Just how far we would have to go is difficult to say. The rate of increase of temperature varies over a considerable range. In South Dakota the temperature increases one degree Fahrenheit in forty-five feet. In other localities there is wide divergence. At Fairmont, West Virginia, a temperature of 170 degrees was found in a 7,500-foot well, while at Longmont, Colorado, a temperature of 212 was found at 6,600 feet. This temperature is high enough to boil water at ordinary pressures.

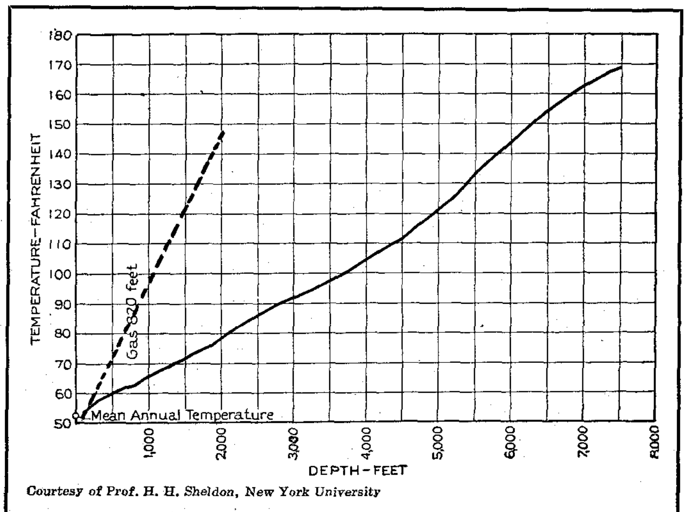
"There was recently published in *Tycos* (Rochester), an estimate of the temperature at the center of the earth, based upon average figures for the rate of temperature rise in the last 1,000 feet of the seven deepest wells that have been measured. The staggering figure arrived at was 443,000 degrees Fahrenheit.

"As the author points out, this is unquestionably a ridiculous figure. We have never had temperature measurements taken more than two miles below the surface.

"It is unlikely that the temperature of the interior of the earth would be greater than that of the sun, which is about 11,000 degrees Fahrenheit. On the other hand, this is the outside and not the inside temperature of the sun. The latter is unquestionably very much higher.

"If we compute how far we would have to go to reach a temperature sufficient to supply molten lava, it is apparent that twenty to thirty miles would do it. It is unlikely, tho, that at this depth the material is molten, as the pressures would cause the material to behave as a solid.

"On the other hand, there are those who believe that the earth is a cold mass and that the radiation which escapes from its surface each year is generated by the disintegration of radium in the rocks. They attribute the heat observed as we go down to this radioactivity or to chemical changes."



Courtesy of Prof. H. H. Sheldon, New York University

INCREASE OF HEAT WITH DEPTH

If the earth's interior were a freely flowing liquid, we would probably be correct, Professor Sheldon concludes, in assuming that the temperature throughout was about 3,000 degrees. As a fact, experiment shows that, whatever may be it temperature, its elasticity is about like tha of rigid steel. Owing to the great pressur and density it probably behaves much lik a solid. He goes on:

"Perhaps if we could bore a shaft fiv miles deep we might supply the world wit power indefinitely. But, so far, we lack th machinery to do it. Future generations wil doubtless laugh at our feeble attempts an vast expenditures for power."

TINTED TALKIES

A NEW RANGE WAS OPENED U to the sound motion-picture ar with the recent announcement before the Society of Motion Picture Engineer in New York, that film tints have bee worked out which will not destroy sound reproductive qualities, and which can closel simulate the lighting of any interior or exterior scene. The new development mean that motion-picture audiences soon will se their "talkies" in tints similar to those use by the producers before the advent of sound forced the pictures back into neutral gray tones. The announcement was made in a paper read by Lloyd A. Jones, head of the Physics Department of the Eastman Laboratories, the man who is principally responsible for working out the tints. Says a press bulletin issued by the Society:

"The development of the new tints does not mean tha sound pictures will go into natural colors—which so far hav met with other technical difficulties that have prevented thei common use with sound. What it does mean is that th sound-on-film systems of articulate motion-pictures will b enabled to project scenes in the all-over tints that give th blue of the sea to views needing that quality, the delicate orang of peachblow to close-up love scenes, a cheerful glow to firelit interiors, yellow brilliancy to sunlit scenes, emotionally coo green to the forest, repressive dark blue to murky night views, and the ceremonial color of fleur-de-lis to pompous occasion of ritual.

"Altho some tints have long been in use with the silent pictures, the tints now perfected are more delicate and have a variety twice as great. Mr. Jones listed sixteen tints and a neutral seventeenth which imparts a silvery tone to scenes tha would ordinarily be left untinted. The tints in use for silen motion-pictures were only eight in number.

"The process of printing on tinted positive sound film is no different from that involved with untinted film. The tint reside in the 'raw' positive film as it is received at the studi laboratories. The reason tints have not previously been usable for sound-picture prints has been that the color in th film stopt the necessary light from passing through the 'soun track' on the edge of the film and from actuating the photoelectric cell, which is the heart of a sound-reproduction system.

"The secret of the new tints is that each, whether it appears to have any blue-violet in it or not, is compounded with enough of the essential color to transmit the rays necessary for sound reproduction. Many months' laboratory work has been required to accomplish the mixing of tints which would appear as one color on the screen and yet might actually contain a color diametrically opposite. Further difficulties had to be overcome to assure that sound reproduction would be uniform throughout the whole scale of seventeen tints."

The whole country has awakened to the fact that the difference between FISHER BODY cars and others is so marked you cannot possibly escape it

One quick glance reveals the vast difference in favor of the Fisher Body car. That difference is present in the better quality of Fisher Body upholstery cloth, carpets, plate glass; in the painstaking perfection of details, both inside and outside; in the artistry of the appointments and in the lustrous, lasting finish which adorns the finely made, smooth steel panels of the exterior. ¶ It is as clear as sunlight that body value comparable with that built into any car in the Fisher Body group, is found *outside* that group only in cars which are far higher in price. ¶ The sum of all these Fisher Body superiorities creates in the mind all the delight with which one views a genuinely comfortable, perfectly appointed living room—and which, compared with any ordinary room, leaves one disappointed. ¶ This plain-to-be-seen value and luxury of Fisher Body leads tens of thousands of men and women to accept it as the final, determining factor in their selection of a car—to purchase their automobiles, in other words, from the Fisher Body group of cars which are listed below.

CADILLAC · LA SALLE · BUICK
OLDSMOBILE · PONTIAC

BODY by FISHER

GENERAL MOTORS

VIKING · OAKLAND · MARQUETTE
CHEVROLET

THE STORY OF GOODYEAR CHAPTER I

Cause

THERE is an old and true saying that quality is remembered long after price is forgotten.

The Goodyear reputation has been built by making products of memorable quality at a fair price.

We believe the people can best be served by the efficiency of large scale production with its economies in labor-saving equipment, scientific research in processes and machinery, thorough national distribution with a rapid turnover of standardized high quality at a small profit.

Service in this sense can best be rendered by an organization founded on teamwork rather than on individual stars—an organization single-mindedly devoted to building products of a quality which will protect our good name.

P. W. Litchfield

President

GOOD

THE STORY OF GOODYEAR CHAPTER I

Result

Goodyear annual production of motor vehicle pneumatic tires

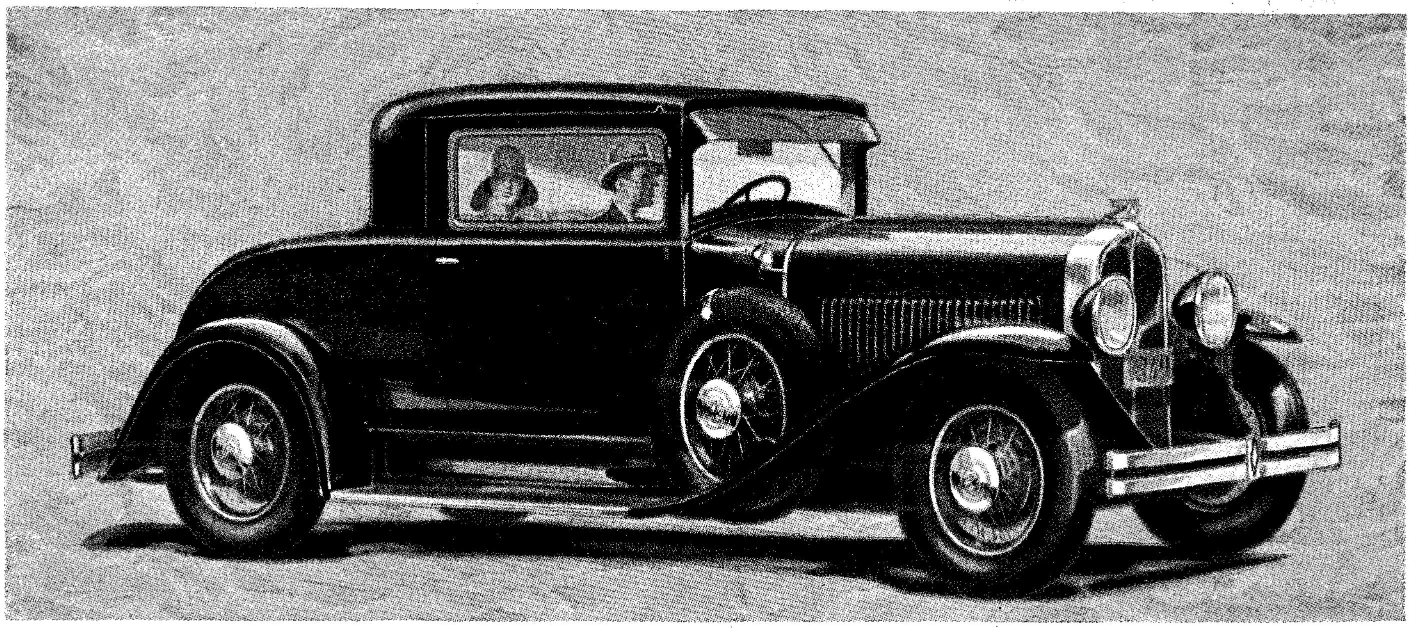
YEAR	TIRES
1902	4,476
1903	7,781
1904	6,666
1905	12,626
1906	23,712
1907	28,307
1908	35,282
1909	94,200
1910	261,888
1911	420,255
1912	1,084,134
1913	1,281,487
1914	1,788,484
1915	2,656,588
★ 1916	4,118,399
★ 1917	5,880,544
★ 1918	3,790,212
★ 1919	8,137,353
★ 1920	6,863,140
★ 1921	5,152,503
★ 1922	7,887,243
★ 1923	9,119,335
★ 1924	10,056,437
★ 1925	12,458,144
★ 1926	13,781,714
★ 1927	16,002,630
★ 1928	21,577,491
Total	132,531,031

★ Largest annual production of any rubber company in the world

YEAR

Copyright 1929, by The Goodyear Tire & Rubber Co., Inc.

Its sweeping success compels investigation of these big car qualities



The Coupe, Body by Fisher

NEVER in their spectacular history have Pontiac Sixes attained such sweeping success as that enjoyed by the newest and finest of them all—the New Pontiac Big Six. Sales for the first five months of 1929 exceed those for the best previous corresponding period—the first five months of 1928—by more than 15,000 cars.

Such consistent progress compels the attention of thoughtful prospective buyers. For a "new high" in the brilliant record of Pontiac popularity only echoes the indisputable superiority of Pontiac's many big car qualities—the big car beauty, comfort, luxury and durability of its specially-designed, hardwood-and-steel bodies by Fisher—the big car safety of its two completely independent braking systems, including new type, enclosed four-wheel service brakes and an emergency brake on the transmission—the big car power contributed by its new, larger, more powerful L-head engine—the big car smoothness and long life resulting from such features as the Harmonic Balancer which eliminates torsional vibration, the crankcase ventilating system which prevents the dilution of oil by water vapor, and the full pressure oiling system which assures positive lubrication at all speeds.

When you investigate these and its many other big car qualities you will find that exceptional value for which Pontiac is famous—and which is enabling thousands to *step up* the quality of their automobiles without leaving the low-priced field.

Pontiac Big Six, $745 to $895, f. o. b. Pontiac, Michigan, plus delivery charges.

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN

Consider the delivered price as well as the list price when comparing automobile values . . . Oakland-Pontiac delivered prices include only reasonable charges for handling and for financing when the G. M. A. C. Time Payment Plan is used.

The New PONTIAC BIG SIX

$745

PRODUCT OF GENERAL MOTORS

CURRENT ▾ POETRY

Unsolicited contributions to this department can not be returned

THE bitterness of souls who meet frequent defeat is exprest in the opening stanzas here in *The Century* (New York), and many never, alas, find the countermood:

MOOD AND COUNTERMOOD

By Countee Cullen

I think an impulse stronger than my mind
May some day grasp a knife, unloose a vial,
Or with a little leaden ball unbind
The cords that tie me to the rank and file.
My hands grow quarrelsome with bitterness,
And darkly bent upon the final fray;
Night with its stars upon a grave seems less
Indecent than the too complacent day.

God knows I would be kind, let live, speak fair,
Requite an honest debt with more than just,
And love for Christ's dear sake these shapes that wear
A pride that had its genesis in dust—
The meek are promised much in a book I know,
But one grows weary turning cheek to blow.

Let this be scattered far and wide, laid low
Upon the waters as they fall and rise,
Be caught and carried by the winds that blow,
Nor let it be arrested by the skies:
I who am mortal say I shall not die;
I who am dust of this am positive;
That though my nights tend toward the grave, yet I
Shall on some brighter day begin to live.

Ask me not how I am oracular,
Nor whence this arrogant assurance springs.
Ask rather Faith the canny conjurer,
Who while your reason mocks him mystifies,
Winning the grudging plaudits of your eyes—
How suddenly the supine egg has wings.

THE long poem that yearly emanates from Harvard's Class Day may be taken as youth's reaction to his environment and time. This year's poet, Robeson Bailey, begins romantically, but soon catches himself up and begins to laugh at such folly. When, as we read his effort in the Boston *Transcript*, he nears the end, we see the melancholy of disillusion:

FROM HARVARD'S 1929's CLASS POEM

By Robeson Bailey

Inevitable gloom
Befalls the high-erected mind
In contemplation of mankind.
Inexorable doom
Stands forth the final goal
Of social human effort.
Such
Is the first dismal picture of the whole
Phenomenon of history, and much
Apparent truth is in it. Yet if still
We clamor for a better day, and will
Not rest upon a noisy fame,
If still we seek an upward-curving flame
Of final light, we are not doomed.

But when the flame becomes entombed
In fetich, and we have put on
The roseate spectacles, and haste to don
The optimistic robe,
The whole vast globe
Of Heaven witnesses again the Fall
Of Man, and all
The labor and the tears are vain,
And the ascendant instinct sinks again
To a corroded memory.

In what lies our reality?
Whither do we tend?
And to what end
Are we assembled here in blandness
To witness sons, like priests
Step through the hollow grandness
Of a mumbo-jumbo ceremony?
What are we? High venturers, or beasts?
We had our giants in the days
Not long since past;
Yet seldom now the great voice strays
Beyond the exterior cast
Wherein our minds are molded.

We are obsessed by little things,
And all our lives are folded
Each on each, and tied with strings
Unto a common incubus,
Recall the strong-winged words he wrought
Who here portrayed the animus
Of our ancestral thought:

"Who now shall sneer?
Who dare again to say we trace
Our lines to a plebeian race?
Roundhead and Cavalier!

"Dumb are those names erewhile in battle loud;
Dream-footed as the shadow of a cloud
They flit across the ear:
That is best blood that hath most iron in't
To edge resolve with, pouring without stint
For what makes manhood dear."

Who shall not sneer to see us now?
Thin shadows of ancestral promise, dead
To the living fires of life! To build a bed
Of luxury, and reason how
To spend our years amidst soft ease has been
Our major motivation, and will guide
Our greater number into wealth, yet hide
The joy of life.
If there is any sin
On earth, surely it must be that
Which kills or wastes the mighty gift
To man—the power by which we lift
Ourselves up from the easy, flat
Existence of the beast—intelligence,
Or intellect, or mental skill,
Or reason—call it what you will;
I leave you to assume the inference.

Youth still in these belated times
Sees some small portion of that vision
Which with a swift insistence climbs
Above the racket and derision
Of the world. Yet soon, too soon, the fair
Conception fades, and we become aware
With what smooth calm the elders relegate
To youth's impetuosity the fire
Of criticism, restlessness, desire
For visionary power to negate
The negative. We are aware the cry
For brave old days, and brave departed men
Is reckoned but a natural sign, soon then
To be forgotten in the world; the high
Emprise should now be here forsaken,
And with the learning of a man's estate
We should deny the impulse to create,
Seeking only whereby to imitate
What has long since been undertaken.

Each age achieves its own unique damnation,
And with a habit dating from creation
The world perpetually goes to hell,
At which we may as well remark "Well! Well!"
For though there are extraordinary pleasures
In setting forth reactionary measures,
A ripping down of all the festal holly
Leads only to a sophist's melancholy.

And pale young men with thoughts forever sad
At best are futile, and every bit as mad
As those who hope to find Cherubic leaven
By blindly snivelling "God's in His Heaven!"
Man has a right to laugh, but let his joy
Ring clear and sane; let not the soft alloy
Of tears and vapid pleasure constitute
Our mirth! But may we henceforth, resolute,
Rejoice for manhood's strength, and toil to gain
To those fair mental kingdoms that remain
The beacons lighting our long nights of grief.
Then must we haste to cherish one belief—
That only may we hope to bridge the chasm—
Upon a desperate iconoclasm!

WHEN books are left behind or forgotten in one's flight to the country, try this substitute recommended in the New York *Times:*

WHY READ A BOOK?

By Colette M. Burns

Why read a book when there are birds
Printing clear and breezy words
Upon the clouds' white pages? When
A busy robin and a wren
Are syllables of ecstasy?
A line of swallows on a tree,
Or wire, is a sentence, long
And sweeping. A flying flock's a strong
Paragraph, while in the air
Is quilled elaborately a rare
Illumined manuscript in gold
And green. And say what book can hold
More fascination and delight
Than birds in migratory flight?

Two notable Irish poets collaborate on the following which we read in *The Irish Statesman* (Dublin), and we see that only Ireland could produce the like of it:

THE NARROW ROAD

(*The Irish Original by* Douglas Hyde)
English by Alfred Perceval Graves

Once for delight
I went dancing on air,
Now I go heavily
Under despair.

In thought of one Colleen
By night and by day,
By my love for that Colleen
Wounded alway.

The like of the Colleen
Is not in this life,
And yet she has set
All my senses at strife.

A maiden to match her
Is not in this world;
All my heart's tendrils
Around her are curled.

Little hand of my love,
The snow you would blind;
Yet your touch leaves me left
With a wandering mind.

Three lonesome months long,
Almost from the start
I lie with her arrows
Tormenting my heart.

O God of all graces,
My agony hear,
Give me now my dark death
Or my only bright dear.

The mist of my sighs, Storeen,
Streams with my tears—
Were not all my thoughts fixed on thee
Through the long years?

Hark my lament!
Look how lonely I am!
Like a stray mountain sheep
That has lost her one lamb.

Wilt thou still be as hard
As at heart thou art kind?
Thy pitying glance
Shall I nevermore find?

List to me Noreen,
Hearken, aroon!
Put one healing word
From thy quiet mouth soon.

Ere I enter the pathway,
Dark, narrow and steep,
That draws down the thousands
On thousands to sleep.

PERSONAL ▾ GLIMPSES

TEACHING DOGS TO BE EYES FOR THE BLIND

AT ONE OF NEW YORK'S BUSIEST CORNERS

Herman Immeln, led by the faithful Bella, and watched by traffic officials, crossed and recrossed Forty-second Street at Fifth Avenue

Beads of perspiration stood out on the forehead of the woman in the green dress as she traversed the crowded streets of Nashville, Tennessee, at ten o'clock on a busy morning. In her right hand she carried a walking-stick. Her left grasped the leather harness of a German shepherd dog. Through the lanes of people the pair went. At each curb the dog stopt until directed to proceed. A ladder leaning against a building was carefully avoided by the dog. A bicycle was dodged. There was little elbow jostling, even where the crowd was thickest. The woman was Mrs. Blanche Eddy of Berkeley, California, entirely blind. The dog was Beda, a German shepherd from Wisconsin, trained in Nashville, Reinette Lovewell Donnelly tells us in *The Outlook for the Blind*, published by the American Foundation for the Blind. Mrs. Eddy and Beda had been taught to work together so that the former might move about unhampered wherever she wanted to go. The training, we are told, had been done by "The Seeing Eye, Incorporated," an unusual institution of which we shall learn more. The morning in question, April 10, this year, was the first time that the dog had been turned over to Mrs. Eddy. For eight days previously she had walked the same route with a trainer giving the dog commands—"Forward!" "Right!" "Left!" This time the entire responsibility of travel rested on the pair, who will work together in the future. But they were followed by one of the men who had educated Beda, and who watched their every movement.

Training of shepherd dogs as leaders of the blind has gone on in Germany for some time. Becoming interested in this, Mrs. Dorothy Harrison Eustis of Fortunate Fields, Mt. Pelerin, Switzerland, began the work at her estate, and an account of it by her came to the attention of Morris Frank of Nashville, himself blind, and he in turn started the training school of "The Seeing Eye." Mr. Frank's own story of his experiences as told to Reginald M. Cleveland and published in the New York *Times* Magazine follows:

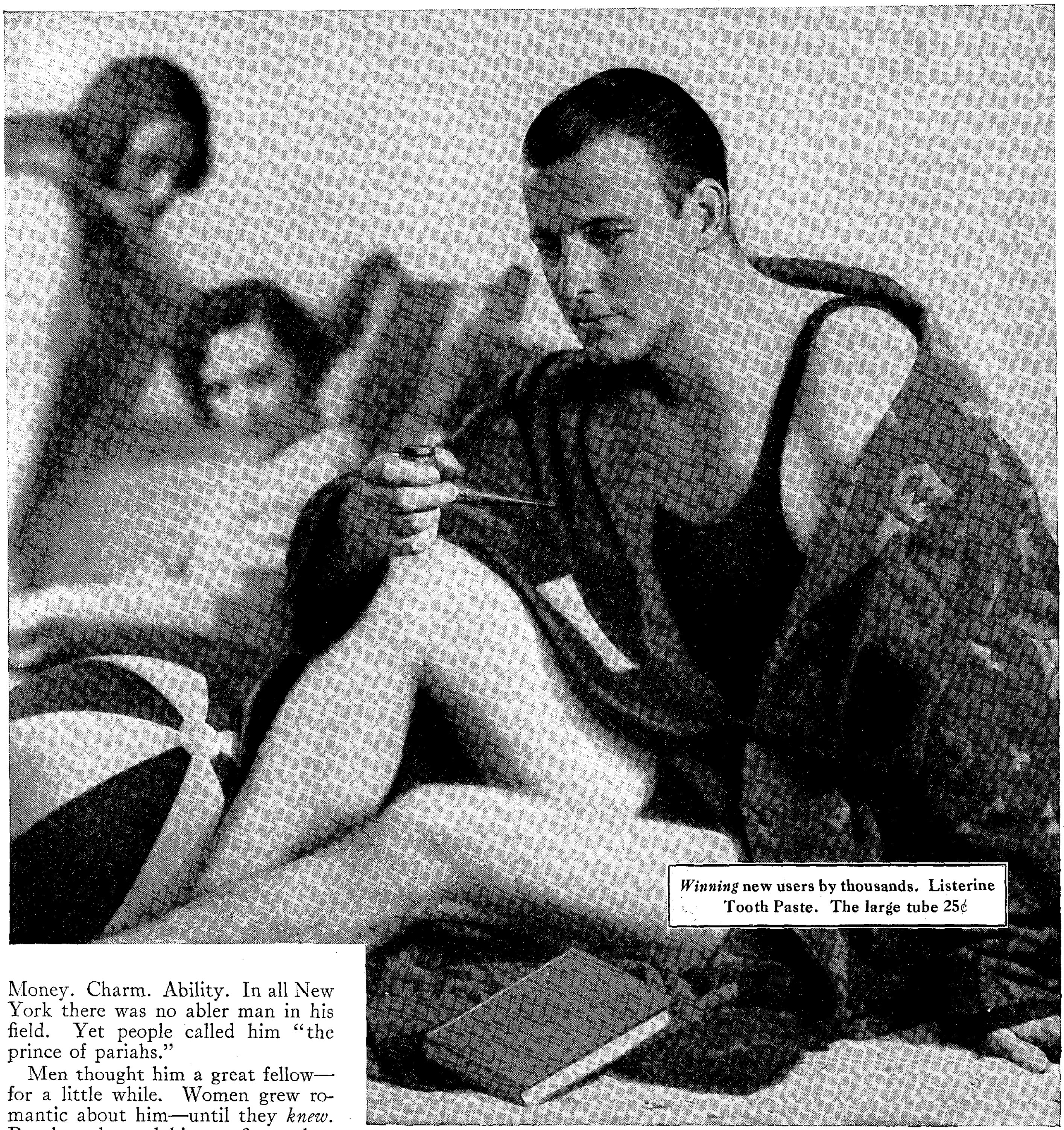
> On seeing Mrs. Eustis's article, and thinking it over, I decided that if such work were really possible, I wanted such a dog. I wrote to Mrs. Eustis and asked her first, whether her story was fact or fiction, and secondly, if it were fact, where I *could* get such a dog. She answered that it was fact and that while such dogs could not be procured in America, she would be glad to have a dog trained for use under American conditions, and train me with the dog if I could take the time to come to Switzerland for my part of the training. Would I go to Switzerland to regain my sight? I would, and I did.
>
> Frequently I have been asked why I should use a dog when I was able to make the trip from Nashville to Switzerland alone, with the exception of guides, strange to me, who met me at division points. My only answer is that if I, who could make such a trip, find the dog so useful to me that I am honest in saying he has signed my personal declaration of independence, then how much more useful such a dog must be to a blind person who can not make such trips alone.
>
> When I came back I was so exultant with my new-found freedom that I did not stop to fully realize its meaning. A few weeks later, however, when I came to a corner and my dog guided me across the street crowded with traffic, I heard the tapping of a blind man's cane as he stood at the curb and waited for some passing stranger to tell him if he could safely cross. There was an uneasy twinge of conscience, and this first twinge grew and grew until I realized I would never be happy until I had given the same opportunity for freedom of movement to all of America's blind who wished to avail themselves of the means. Such was the origin of the idea of "The seeing Eye."
>
> My first idea was to secure trained dogs from Germany for America's blind, but, as I studied the situation as I had known it while abroad, and remembered Mrs. Eustis's letter saying she would have a dog trained for use, "under American traffic conditions," I realized that this would be impractical and unsafe, as the conditions abroad are not our conditions and certain fundamentals of training, safe abroad, make a dog unsafe under our laws and traffic rules.
>
> Then I wrote and asked Mrs. Eustis if she could supply me with

Photographs from the American Foundation for the Blind, New York

THIS FOUR-FOOTED GUIDE REVELS IN HIS JOB

A German shepherd, often called "police" dog, he was trained in Tennessee, and is seen above in Berkeley, California with his friend and employer, Mrs. Blanche Eddy, to whom he has brought a new freedom.

You wouldn't care to meet Marvin



Winning new users by thousands. Listerine Tooth Paste. The large tube 25¢

Money. Charm. Ability. In all New York there was no abler man in his field. Yet people called him "the prince of pariahs."

Men thought him a great fellow—for a little while. Women grew romantic about him—until they *knew*. People welcomed him at first—then dropped him as though he were an outcast.

Poor Marvin, yearning so for companionship and always denied it. Poor Marvin, ignorant of his nickname and ignorant, likewise, of the foundation for it.

Halitosis (unpleasant breath) is the damning, unforgivable, social fault. It doesn't announce its presence to its victims. Consequently it is the last thing people suspect themselves of having—*but it ought to be the first.*

For halitosis is a definite daily threat to all. And for very obvious reasons, physicians explain. So slight a matter as a decaying tooth may cause it. Or an abnormal condition of the gums. Or fermenting food particles skipped by the tooth brush. Or minor nose and throat infections. Or excesses of eating, drinking and smoking.

Intelligent people recognize the risk and minimize it by the regular use of full strength Listerine as a mouth wash and gargle. Night and morning. And between times before meeting others.

Listerine quickly checks halitosis because Listerine is an effective antiseptic and germicide★ which immediately strikes at the cause of odors. Furthermore, it is a powerful deodorant, capable of overcoming even the scent of onion and fish.

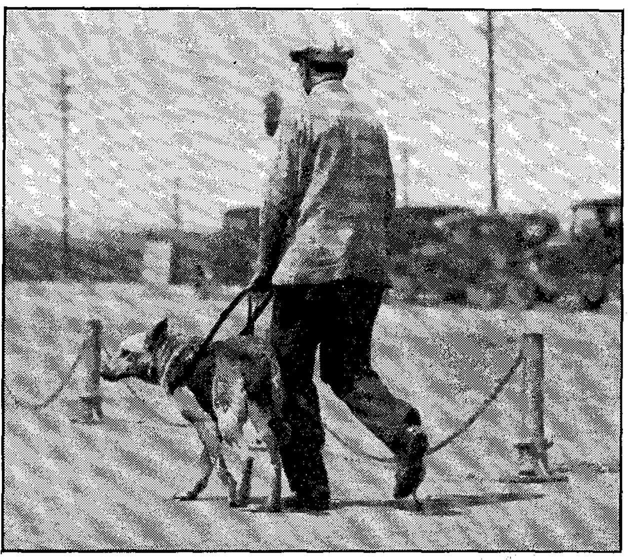
Keep Listerine handy in home and office. Carry it when you travel. Take it with you on your vacation. It is better to be safe than snubbed. Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

⁂

★Full strength Listerine is so safe it may be used in any body cavity, yet so powerful it kills even the stubborn Bacillus Typhosus (typhoid) and Staphylococcus Aureus (pus) germs in 15 seconds. We could not make this statement unless we were prepared to prove it to the entire satisfaction of the medical profession and the U. S. Government.

LISTERINE

> trainers for a school here. She answered that she could furnish such trainers from the International School for Training Dog Instructors, located at Lausanne, Switzerland. Not realizing that it would take time to fulfil this promise I went ahead with my plans and made dates and arrangements for the starting of the work. Then I learned that the instructors trained at Lausanne were not only trained in their regular work but also learned the language of the country they were to work in, and that my trainers would not be ready as soon as I had hoped. To bridge the gap Mrs. Eustis very kindly lent me E. S. Humphrey, manager of all her breeding and training work at Fortunate Fields, and the instructor of instructors at the International School at Lausanne.
>
> The dogs and men leaving here will be properly trained for American conditions. I realize fully the variety of conditions one meets here, but I know that a properly trained dog can do the work; for my own Buddy Fortunate Fields has guided me safely in all kinds of traffic from the crowded streets of New York City to the little country streets of Tennessee back villages.
>
> "Seeing Eye" dogs will go to the blind at cost or a little less. Worthy blind who have not the ready cash to buy dogs will be supplied through scholarships, of which we already have a goodly number. As the need grows, additional instructors, who are especially trained for our work, will be sent to us. At all times the cost will be held down to the lowest possible level, as the idea is not profit, but the supplying of properly educated dogs to America's blind. I am sure that a majority of the dogs used will always be German shepherds on account of their adaptability to the work, but the choice of breed will be limited rather by usefulness, and dogs with the necessary qualifications for the work will be used.

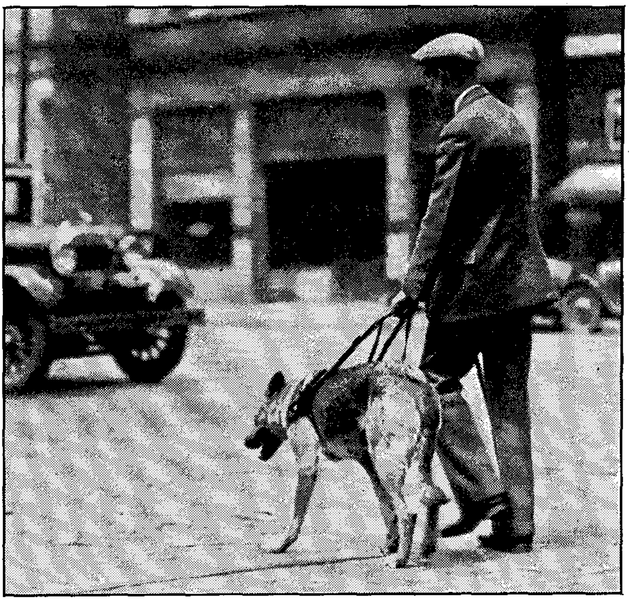


HOW A SIGHTLESS PREACHER FOUND EYES

The Rev. R. A. Blair, of Parnassus, Pennsylvania, is here seen in the Seeing Eye school, learning to manage his dumb friend.

The Seeing Eye is incorporated under the laws of Tennessee for general welfare work. It is using the same basic methods, under Mr. Humphrey's direction, that are employed in Europe, and already classes are being graduated from it. Mrs. Eddy, whose walk with Beda has been described, was in the second class, which also included the Rev. R. A. Blair, a clergyman of Parnassus, Pennsylvania; E. A. Rogers, proprietor of a cigar and magazine shop; Sidney Sweeney of Nashville, and Earl Pendleton of Indian Springs, Tennessee. The first class, trained last February, had only two members—Dr. Howard Buchanan, of Monmouth, Illinois, and Dr. Raymond Harris, of Savannah, Georgia, we are told by *The Outlook for the Blind* article, from which we learn further:

> Even a few minutes' conversation with Mr. Humphrey gives evidence of his understanding of the psychology and training of dogs—and also of his comprehension of the peculiar problem of education of blind people and dogs to work together. To talk with him an hour is to marvel at his knowledge. He has had many years of experience in training animals. The dog he places third in intelligence among those he has educated. Apes come first. Then elephants. Then dogs—and after dogs, horses. Of the actual technique of dog training he is chary of discussion. Great harm has been done by inexperienced handling, and to avoid indiscriminate attempts at education he feels it is best to safeguard methods of work by which the dogs are trained.
>
> The system which has been followed in Nashville in brief is this: For two months dogs are educated by experienced trainers. Young dogs are chosen for the work, from fourteen months to three years of age. All are females. They are taught instant obedience to simple commands—to sit, to lie down, to get up, to go forward, to stop, to turn to right and left, to pick up articles which have been dropt. Before the dogs are turned over to blind people the trainers have themselves walked blindfolded through traffic with the dogs. They trust no blind person to a dog which they themselves have not tried out, blindfolded.
>
> After the dogs have been taught obedience, they are as carefully taught disobedience—if obedience to a given command would be unsafe. To develop this discretion is, perhaps, the most amazing part of the German shepherd's education as applied to the peculiar problems of blindness. When the command to go forward is given and sudden or unseen obstacles to progress arise, the dog refuses to move, or pulls his charge backward.
>
> All the training is done in street traffic. After the two months of training of the dogs by trainers, three weeks are allowed to train the dogs with the blind persons with whom they will work.
>
> Mr. Humphrey secured dogs in various parts of the country through contacts which he had with breeders. Out of ten dogs he chose, only seven could be used. Here, as abroad, only a certain percentage of the dogs selected are found possible for training. One dog brought to Nashville was highly intelligent and trainable, except in one particular. She would not permit her tail to be stept on without remonstrance in the form of a growl or a bark. As a dog who is a leader of a blind person is likely to have her tail stept on many times, the dogs have to be taught that this is part of the new game, and that the sporting code is tolerance. A dog that growls or barks, immediately excites the suspicion of the public. Mr. Humphrey told me of a German shepherd, trained abroad, which was taught in Europe to bark in crowds that he might gain a right of way for himself and master The dog has aroused distrust in this country by doing that very thing. The barking which is regarded as vicious here is merely part of a very careful training.



TRAFFIC NO LONGER TERRORIZES THE AFFLICTED

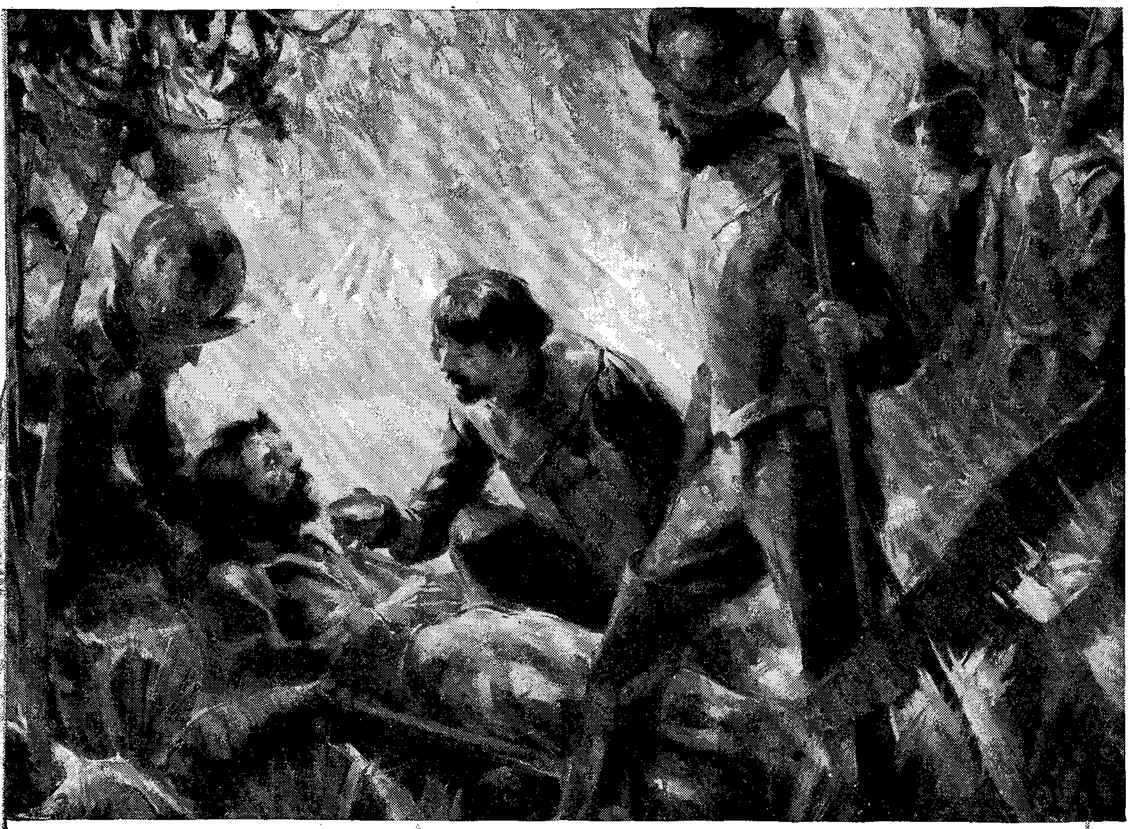
Blind Earl Pendleton, of Indian Springs, thus confidently braves Nashville's crossings without a human guide.

The education of the public in regard to dog leaders of the blind is regarded as an important subject. The week this writer was in Nashville, we learn:

> Mr. Humphrey spoke to the pupils of the high school at the request of the faculty, telling them of the absolute necessity for letting alone these dogs working with blind people. It is essential not to divert the dog from her job. The trainers who have lavished affection and praise as well as stern direction for two months turn a cold shoulder from the hour the dog is given to a blind charge.
>
> Wagging tails, or friendly noses sniffing one's hand, are to be firmly ignored.

BUILDING THE FORTRESSES OF HEALTH

One of a series of messages by Parke, Davis & Company, telling how the worker in medical science, your physician, and the maker of medicines are surrounding you with stronger health defenses year by year.



Poisoned arrows sang the Incas' vengeance through the hot Andean air. But the arrogant steel-armored Spaniards clanked relentlessly on. Then an enemy, far more deadly than arrows, floated out of the night, to spread disease and death among Pizarro's warriors.

Indicted yesterday—for a 400-year-old crime

Less than a year ago the world first learned the facts about this deadly foe which for centuries had destroyed thousands of lives in the Peruvian Andes. In November, 1928, Drs. Noguchi, Shannon, Tilden and Tyler issued their now world-famous report, tracing Verruga Peruana and Oroya fever, two closely related diseases, or perhaps different forms of the same disease, to a curious rod-shaped parasite, called *Bartonella bacilliformis.*

The crime of carrying this microscopic little monster into the blood of man was at last brought home to the night-flying gnat, Phlebotomus. Science thus tacked up one more portrait in its rogues' gallery.

The knights-errant of modern science

One by one, the age-old enemies of health are being tracked to their lairs. Whether in dark and threatening jungles, or quiet laboratories, the men and women who give their lives to this conquest of disease know human hopes and dreams as glowing as ever burned in the breasts of knights-errant of old.

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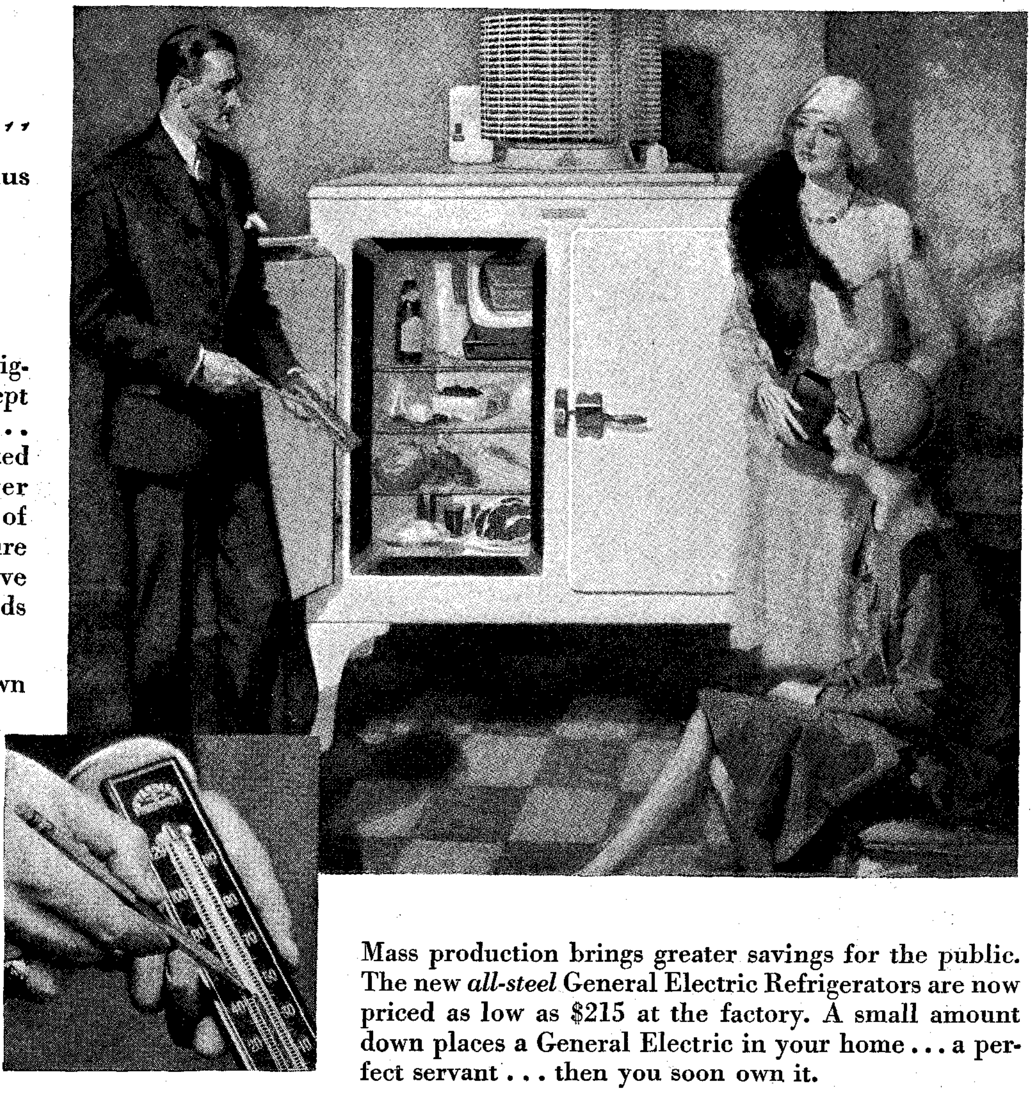
It keeps your food safe

— the temperature is well below 50°— always!



For family health ❜ ❜ ❜
for appealing menus
❜ ❜ ❜ this is vital

In the General Electric Refrigerator the temperature is kept several degrees below fifty . . . *always!* Fifty degrees is accepted by scientists as the "danger point" in the preservation of food. When the temperature rises even a degree or two above that, bacteria multiply, foods become unsafe.

Perhaps you think your own refrigerator is always "cold enough." You cannot be *sure* unless you actually take your refrigerator's temperature under varying conditions. It is *constant* cold which is needed. When you own a General Electric Refrigerator, you need never worry about temperature.

Note these vital points of superiority

Countless superiorities give the General Electric Refrigerator its outstanding position . . . an hermetically sealed, dust-proof mechanism, mounted on top . . . an accessible temperature control . . . a new standard of quiet operation . . . no oiling . . . no troublesome machinery . . . simplified installation . . . no radio interference . . . an unqualified two-year service guarantee.

Now in addition to all these proved electrical and mechanical superiorities, General Electric offers the latest advancement . . . an *all-steel* cabinet! Beautiful. Non-warping. Strong as a safe. It keeps cold in and heat out. Mounted on legs with plenty of broom room underneath. The new *all-steel* cabinet and the hermetically sealed mechanism combine to produce what we believe is the finest refrigerator ever made.

Mass production brings greater savings for the public. The new *all-steel* General Electric Refrigerators are now priced as low as $215 at the factory. A small amount down places a General Electric in your home . . . a perfect servant . . . then you soon own it.

Visit the nearest General Electric Dealer—see these new models—you'll agree that they offer the greatest values of all . . . and any comparison will surely confirm your judgment. Or if you prefer, you may obtain the whole story of *safe* refrigeration by writing Electric Refrigeration Department of General Electric Company, Hanna Building, Cleveland, Ohio, for Booklet D-7.

Not a dollar for repairs

More than a quarter of a million homes are enjoying the convenience, economy and health-guarding services of the General Electric Refrigerator. And not one of these owners has ever paid a dollar for repairs or service . . . that was our guarantee to them. It's a record in the industry.

GENERAL ELECTRIC

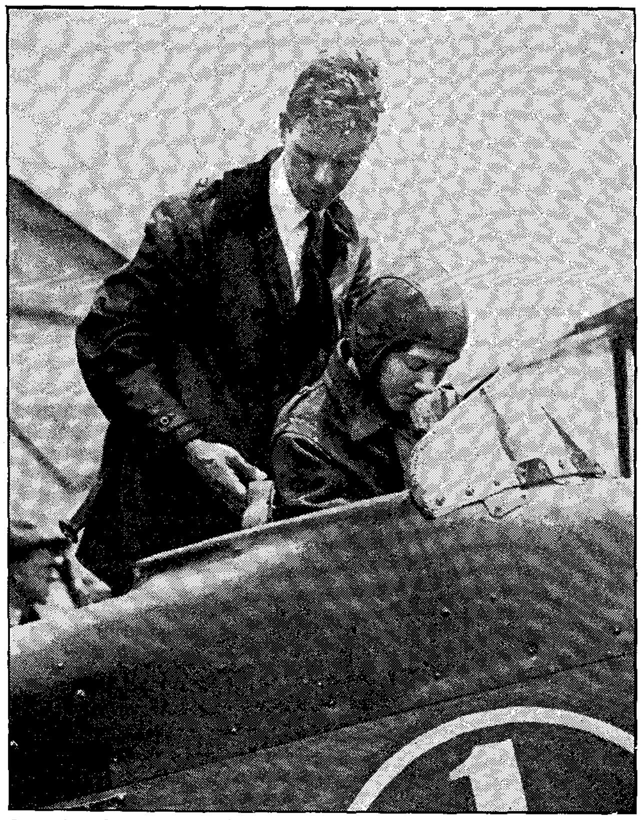
ALL-STEEL REFRIGERATOR

HAS LINDY A RIGHT TO LIVE HIS OWN LIFE?

THE BIG YELLOW FLYING-BOAT swooped down past the thirty-eight-foot yacht as it nosed into the New England harbor. Of the couple who stood at the little vessel's wheel, the girl disappeared into the cabin. The tall, sun-browned young man in white duck trousers, sneakers, and soft shirt open at the throat, remained. As he approached the wharf he saw waiting for him representatives of his two "favorite" professions—a reporter and a cameraman from the already landed plane. Col. Charles A. Lindbergh and his wife, the former Anne Morrow, the world's most elusive newlyweds, had been found. They had succeeded in being married, on May 27, under the very noses of the reporters, who waited for news of the event at the Morrow home in Englewood, New Jersey. They had managed to ride past them, Mrs. Lindbergh wearing her wedding ring, without its being suspected that the ceremony had taken place. But now they were found, on June 6, at York Harbor, Maine, aboard their boat, *Mouette*, by a tabloid reporter and photographer. For more than ten days they had successfully outwitted the press in its efforts to find them.

But when they returned from their honeymoon, they appeared out at Mitchel Field on Long Island for the Guggenheim Fund safe airplane tests. The Colonel is officially connected with this work, and his appearance meant that he was back on the job. The young couple borrowed leather jackets, helmets, and goggles and went up for a flight. They posed for photographs. The Colonel gave an interview, altho, as on a former occasion, he confined his remarks strictly to aviation. The honeymoon was over. A little later he was even deeper in work, making a cross-country survey flight for Transcontinental Air Transport, a commercial air transport firm for which he is technical adviser. And young Mrs. Lindbergh went along.

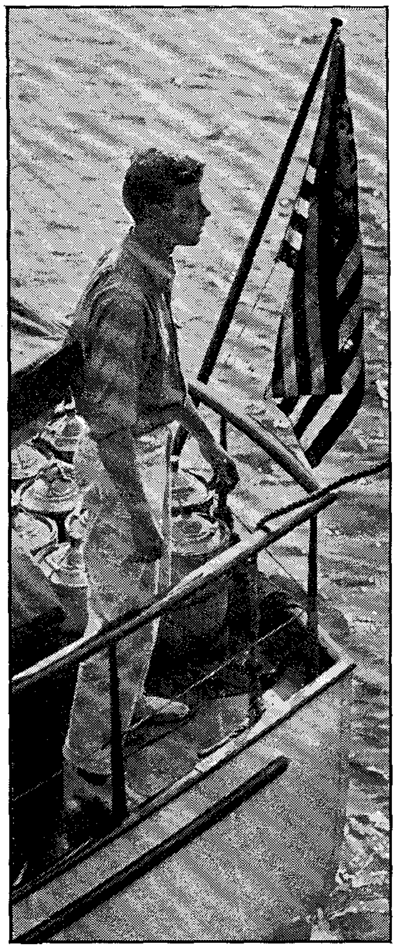
The Lindbergh-Morrow nuptials brought to the front the serious question of a public figure's right to privacy. Many newspapers rejoiced editorially over the manner in which the aviator and his bride outwitted the public. But a tabloid criticized the Colonel because, altho a "Grade-A celebrity," he chose to be married privately. To this the New York *World* replied:


International Newsreel photograph

WHEN "WE THREE" GET READY TO TAKE WING

Colonel and Mrs. Lindbergh were caught thus after the honeymoon, during the safety airplane tests of the Guggenheim Foundation.

> Just what the obligations are of a "Grade-A celebrity" we are unable to state. But it would seem that to the tabloids a Grade-A celebrity is a man who has lost all ordinary human rights. He has lost, for example, the right to be married where, when, and how his bride and he desire to be married.
>
> We do not share the indignation. On the contrary, we are delighted to behold in this day and age a Grade-A celebrity who still has a private life, and cares about preserving it. For it is our notion that to have a private life is a human necessity.


P. & A. photograph

TRACKED DOWN AT LAST!

But Lindbergh had already snatched ten days of freedom with his bride.

Another view, and one that may be surprizing to the layman, is this, presented by Harold Norman Denny, himself a newspaper man, in *The New Republic.* Says Mr. Denny:

> There were gasps of surprize in the newspaper offices that evening, when, hours after the event, there came from the Morrow family the decorous announcement of a wedding ceremony, so well guarded that even the guests had not known until the moment it began that it was for that they were assembled. In those same newspaper offices there were broad smiles of gratification that the "Lindbergh story," which most good newspaper men had dreaded, had thus turned out so painlessly both for Lindbergh and his young wife, and for the newspapers themselves.
>
> For, believe it or not, next to the Lindberghs and the Morrows, the group who most enjoyed the escape of the bridal couple were the newspapers whose vigilance that couple had circumvented.
>
> Lindbergh has been criticized by many newspaper men. If the commodity known as publicity did not exist, he might never have flown to Paris, and never have met Anne Morrow. It was in the hope of publicity for their city that the business men of St. Louis financed his epochal adventure. And it was the newspapers which fanned, if they did not create, that gale of adulation which made the unknown flyer the greatest hero in history and set him on the path to riches. Lindbergh himself in that flight was promoting the development of one more agency for eliminating the barriers which stand between men—in short, was unwittingly facilitating the encroachments on privacy which he so justifiably resents. How appropriate that, when Lindbergh and his bride finally were run down, it was by a tabloid reporter in an airplane!

Newspaper men wonder sometimes, the writer proceeds, whether Lindbergh, at such times as he is forced to be questioned when he does not wish to be, "knows that the newspaper men dislike it quite as much as he does, and would gladly leave him in peace if only that were permitted." Continuing:

> Two days after Colonel and Mrs. Lindbergh had disappeared on their honeymoon, and when the whole country was wondering

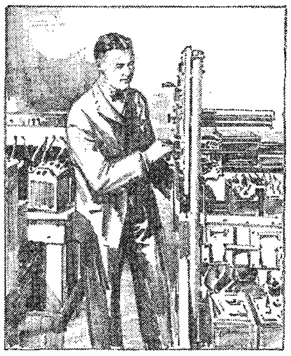
CHRYSLER MOTORS
STANDARDIZED QUALITY

All branches on the same tree; all growing out of the Chrysler root principle of standardized quality

MAKING A SCIENCE OF FINE CRAFTSMANSHIP

CHRYSLER MOTORS, with all of its great properties united under one management, has placed every phase of its tremendous manufacturing activities on the basis of an exact science. Nothing in modern industrial practice could be more exacting, or more scientific, than the precautions which Chrysler Motors takes to make sure of flawless quality and fine precision through every step from blueprint to finished product.

The Chrysler Motors system of tests is at once extensive and *intensive*. There are metallurgical tests, chemical tests and mechanical tests. Every bar of steel, every pane of glass, every yard of upholstery — everything that goes into Chrysler Motors products — must prove up exactly as specified.



Chrysler Motors engineers put all makes of batteries to exhaustive tests before they are selected.

In the great Chrysler Motors engineering laboratories, ultra - scientific devices accurately gauge the strength, efficiency and wearing quality of every part under the most aggravated, abnormal conditions. Delicate instruments check dimensions and measurements to split-hair fractions. Scales sensitive to a pencil mark on a piece of paper determine weight standards. The natural, inevitable outcome of all this care and precision is that every Chrysler Motors product — from the highest priced to the lowest priced — is a finer and more valuable product in every phase of performance, safety and long life.

All of which is borne out and reflected in the ever-increasing prestige and popularity of Chrysler Motors products *in all price fields.*

CHRYSLER MOTORS

Chrysler "75" -:- Chrysler Imperial -:- Chrysler "65"

Dodge Brothers Senior -:- Dodge Brothers Six

De Soto Six -:- Plymouth

Dodge Brothers Trucks, Buses and Motor Coaches

Fargo Trucks and Commercial Cars -:- Chrysler Marine Engines

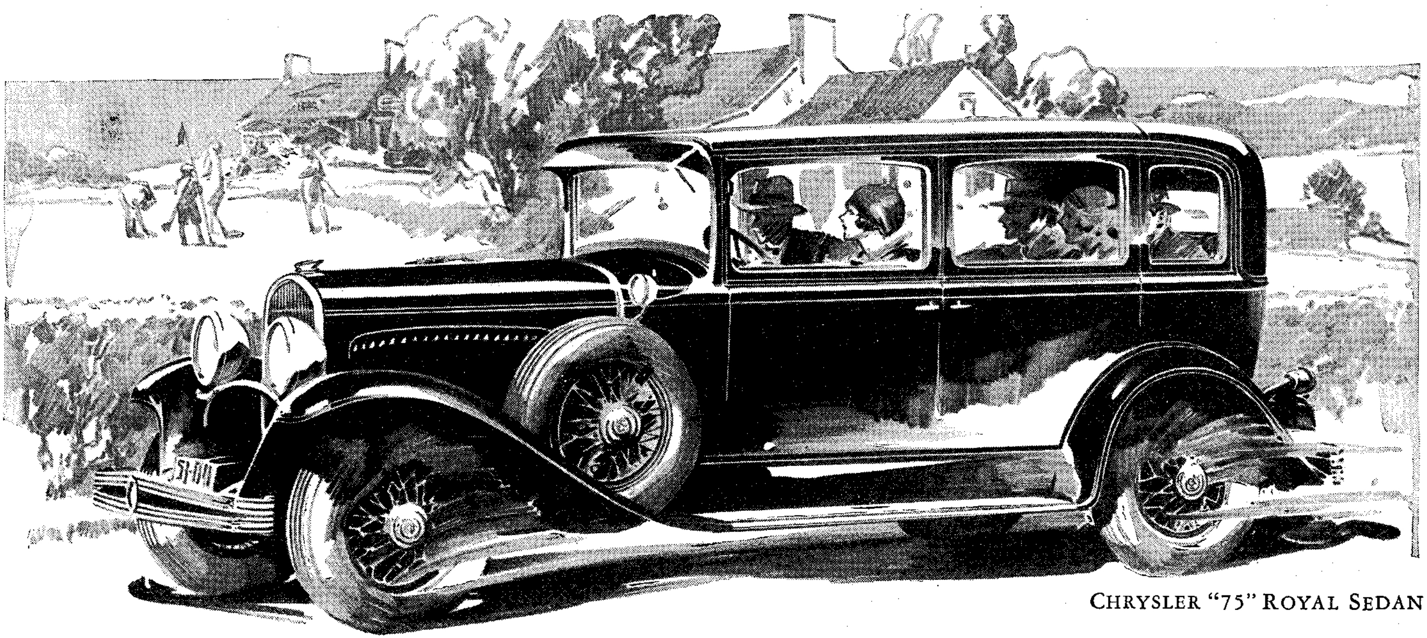
FOR BETTER PUBLIC SERVICE

STOOD ALONE FIVE YEARS AGO -:- STANDS ALONE TODAY

DEC
6
1924

"Chrysler came into a seemingly crowded motor car market and almost immediately swept its way into unprecedented acceptance as a quality product. That which ordinarily takes years to achieve was won almost overnight. ✢ Why? Because Chrysler brushed aside outworn traditions in engineering, in design, and in performance. ✢ It brought to bear both scientific exactness and artistry. ✢ That is why Chrysler has taken the country by storm—why it still stands and will long stand alone—why, if you want what Chrysler gives, Chrysler alone can satisfy you."

—Advertisement, Literary Digest, December 6, 1924



CHRYSLER "75" ROYAL SEDAN

CHRYSLER'S PLACE IN THE SUN

PRIOR to five years ago there were no Chrysler motor cars. In five years, Chrysler, from a standing start, has overtaken and passed leading cars of three, four and five times its age.

The spectacle of a newcomer so swiftly becoming a leader can bring the logical mind to but one conclusion: There must be something remarkable, something altogether different and superior, in the cars that Chrysler builds.

Hundreds of thousands of motorists the world over today acclaim Chrysler leadership in performance, beauty and value.

There is, in Chrysler performance, a thrilling sense of endless power, a swift eagerness of life and spirit, a feeling of perfect balance and safety that cannot be experienced except in a Chrysler.

Artistic freshness and modern charm in Chrysler design distinguish Chrysler in the most distinguished company.

There is a smoothness and buoyant ease in Chrysler comfort quite without counterpart in present-day motoring.

Drive a Chrysler car today, and realize why Chrysler has won so glittering a place in the sun—and why Chrysler goes on and on to ever-increasing popularity and prestige throughout the world.

CHRYSLER

CHRYSLER MOTORS PRODUCT

where they were, a reporter who knows Lindbergh was motoring with his wife on Long Island. The reporter and his wife presently found themselves driving through the huge estate where Lindbergh has frequently been a guest.

"I'll bet the Lindberghs are right here," the wife remarked.

"Well, then, we'd better turn around and go back," said the reporter. "They might happen to be out walking, and I'd hate to run into them."

Perhaps the general sentiment on Lindbergh's marriage found accurate expression in the Washington *Post*, which remarked editorially:

> The country is delighted with the romance of Col. Charles Lindbergh and Miss Anne Morrow. The enterprise of the press in trying to satisfy public curiosity concerning the young couple forced them to conceal their plans to some extent, and the marriage occurs rather earlier than the public had expected. But the earlier the better in this case, when chivalry and beauty are happily mated, and with no circumstance to warrant a postponement of the great event of their lives.
>
> Colonel Lindbergh has been one of the most useful forces in the United States in stirring boys and young men to emulate his character and achievement. The feat that astounded the world could not have been performed by a youth of dissolute habits, flightiness of will, or inaccurate thinking. After Lindbergh had shown his courage and skill he revealed splendid qualities of manhood in remaining unspoiled, temperate, punctual, and industrious. He is America's proudest exhibit of young manhood. His bride is a lovely young girl whose studious mind and sweet nature also furnish to the world an admirable type of American youth.
>
> May this happy young pair find in each other the devotion and strength of soul that carry loving mates safely through all vicissitudes of life.

Acme Newspicture

TWO CHUTES INSTEAD OF ONE

Lindy is walking to the plane with one parachute pack for his new and fair co-pilot and the other for himself.

Aside from their encounter at York Harbor, the Lindberghs were highly successful in evading the diligent gentlemen of the press. They were sighted here and there, but on the whole they enjoyed their wedding trip very much as they wanted to. But their cleverness was perhaps best shown when they engineered the wedding under the very noses of the reporters, who knew nothing of it until the formal announcement. The Morrow home in Englewood, New Jersey, was besieged by reporters, waiting for the wedding. But not until the newlyweds were well on their way to the *Mouette*, moored at a lonely spot on the Long Island shore, did the secret leak out, we learn from a copyrighted "inside" story of the event syndicated by the Newspaper Enterprise Association, and quoted here from the New York *Telegram*. As noted above, not even the wedding guests knew why they were being assembled that afternoon late in May. In fact:

> No house guest knew it until Anne appeared in their midst in her wedding-gown. And none of the servants in the house, with the exception of the trusted chauffeur and housekeeper, even dreamed that Colonel Lindbergh and Miss Morrow had been married until two hours after the ceremony, when the bride and bridegroom already were safely lost in traffic en route to their honeymoon yacht.
>
> Six people were in the secret: Ambassador and Mrs. Morrow, Miss Elizabeth Morrow, Dr. William Adams Brown, the minister; Mrs. Evangeline Lindbergh, and Mary Smith, the dressmaker who made Miss Morrow's wedding-gown and helped her dress.
>
> The whole army of newspaper men, photographers, curious townsmen, and tourists were thrown off the scent by the large reception, Sunday [May 26], in honor of Colonel Lindbergh's mother and visiting relatives. It was deliberately planned to conceal the main event.
>
> One of the guests attending the reception carried a huge box that contained the wedding-cake. This neighbor, whose name like the Morrow's begins with an "M," had the exciting honor of selecting Anne's wedding-cake.
>
> An unsuspecting caterer interwove an "L" and an "M" atop the rosebud frosting of the big cake she ordered, totally unaware that the initials were those of the most popular man in the world and his bride.

Most ingenious of all the reception plans was Miss Morrow's. By clever use of one outfit in her trousseau she completely threw the reporters off the trail. Thus, we read:

> For the reception she donned a French ensemble of cross-bar printed blue-and-white crêpe, a frock with pleated knee-flounce and organdy collar, and a three-quarters coat of matching crêpe. It was the costume she was to wear after the wedding.
>
> Monday morning she put on the same ensemble for an auto ride with Colonel Lindbergh. After lunch they took a second ride, a short spin.
>
> Two hours later, married, they emerged from the house in the same costumes they had worn on the rides, completely disarming the reporters and photographers. No one noticed Mrs. Lindbergh's wedding-ring. A plain little gold band, it was the only ring she had. The aviator did not give her an engagement-ring.
>
> Ambassador and Mrs. Morrow phoned several friends and relatives on Monday morning. They were casual calls, some about business conferences, others asking folks over to play bridge at 3:15 that afternoon, or "Come to lunch if you want to."
>
> They all were messages in code, arranged in advance, because the Morrows suspected that their telephone line had been tapped. But even tho these calls brought wedding guests, none had any idea when the ceremony actually would be performed.
>
> At 3 o'clock about twenty-six guests were grouped about down-stairs, some getting partners for bridge, others talking. Mary Smith was dressing the bride. Lindbergh opened the front door to some of the guests.
>
> No one was "drest up" for the wedding. They had expected it before, and it hadn't happened. Most of the women had on the same afternoon frocks that they wore at the reception, soft, printed, summery chiffons.
>
> At about 3:15 Mrs. Morrow moved quietly from group to group. The atmosphere became tense and deadly still as she said to each in turn: "Just come in, now, will you please, and stand in a little group in the living-room. When Dr. Brown stands up, draw close."
>
> Almost tiptoeing, they reached the center of the living-room. Simultaneously, a door from a side room opened. Without a wedding march, Miss Morrow came in on the arm of her father.
>
> She wore a semi-fitted, informal little white chiffon wedding-gown, with full floating skirt and irregular hemline. Her face was framed in a Brussels lace cap from which a short veil hung. It was cut quaintly so that it appeared old-fashioned.

The bride carried an armful of larkspur that Colonel Lindbergh had picked himself that morning "when they seemed to be wandering casually about in the garden." Reading on:

> Dr. Brown moved up and faced the group of guests. Lindbergh, who was his own best man, met his bride in front of the minister. There was no music at all save the bride's lovely low voice as she said, "I do." Lindy looked down at her tenderly and slipt the plain little gold band on her wedding-ring finger.
>
> The ceremony was over in an incredibly short time. Quietly, almost in hushed voices, the guests congratulated the newlyweds. They who had been expecting this moment for a long time scarcely seemed to grasp the fact that the wedding had taken place. With no commotion at all, Mrs. Morrow and Miss Elizabeth Morrow moved among them again, suggesting that they go out onto the sun porch where the blinds, drawn for the reception the day before, still kept out prying eyes. The guests began chatting again where they had left off so hurriedly a few minutes before.

"it is natural for me . . a skin specialist . . to be an advocate of yeast". . .

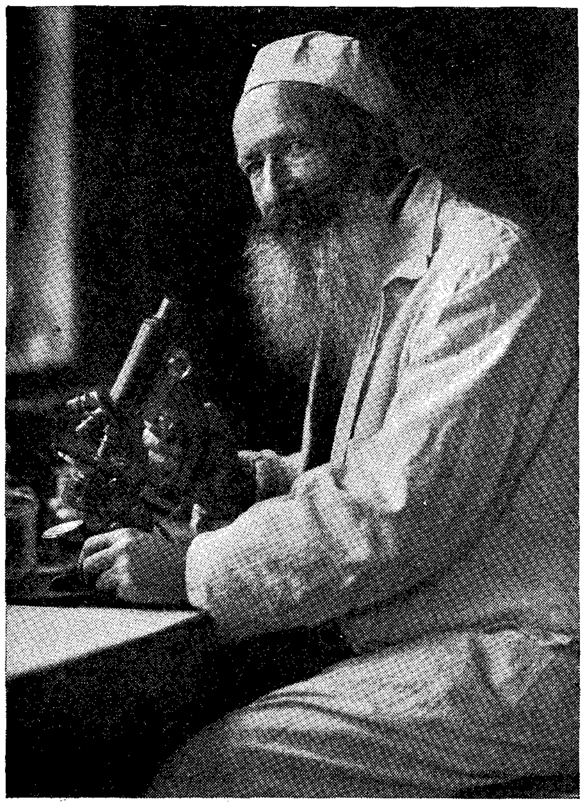
AT the famous Hospital of St. Louis, in Paris, is Dr. Paul Gastou. A brilliant dermatologist, honored by medical societies throughout the world. What he says is a reflection of the highest opinion in his field.

. . .

The unhealthy complexion, like poor digestion, bad breath, headaches, "nerves," is usually a symptom of faulty elimination—of food wastes held too long in the body.

Fresh yeast—that great natural corrective food—floods your intestinal tract with millions of *active* yeast plants. Gently they stimulate sluggish intestines, purify your whole system. Constipation gradually gives way. Healthy digestion is restored. Pimples and boils disappear.

Here is the easy way to vigor and health—clear-skinned, abundant, fresh—which world-famous doctors advocate. Start today to discover what Fleischmann's Yeast will do for *you!*



DR. PAUL GASTOU OF PARIS

Well-known dermatologist; Chief of the General Laboratory of the Hospitals of the Right Bank of the Seine; former Chief of Clinic of the Faculty of Medicine of Paris. He has performed important medical missions for his government in Servia, Algeria, Western Africa and the Soudan. He says:

"That great skin specialist, Brocq, proved the value of yeast in skin troubles. So, it is natural for me to be an advocate of yeast. Yeast cleanses the intestine, checks the poisons. It is useful alike for the girl who wants to avoid pimples and for the man with an overworked digestive system."

"Long hours in a plane . . . a sluggish system . . . complexion troubles set in"

"I AM TRAINING for an endurance flight," writes Edna Campbell Ferguson of Oceanside, Long Island. "Long hours in a plane made my system sluggish. Complexion troubles set in . . . The wife of a doctor friend suggested Fleischmann's Yeast. It corrected my sluggishness and cleared my skin."

(At left) ***Miss Ferguson as she touched the ground after parachute jump***

(Left)

"I LEARNED TO SWIM when I was eight," writes Frank E. Wilk of Cleveland. "Later I took up football, baseball and boxing. During my athletic training I broke out with pimples and painful boils. My trainer, who has had a lifetime of experience, gave me Fleischmann's Yeast. I was soon completely rid of both pimples and boils."

(Right)

EAT 3 CAKES DAILY of Fleischmann's Yeast, plain or in water, cold or as hot as you can drink pleasantly. You can get it at grocers, restaurants and soda fountains. For free booklet write Health Research Dept. C-134, The Fleischmann Company, 701 Washington St., New York.

EAT THREE CAKES EVERY DAY
EAT PLAIN IN SMALL PIECES OR DISSOLVE IN WATER
FLEISCHMANN'S YEAST
BEFORE OR BETWEEN MEALS FOR HEALTH

Copyright 1929, The Fleischmann Company

MILES—SPEED—TIME—WEAR

TIRE MILEAGE RECORDS BROKEN

Every one of the original 60 Silvertowns still rolling after 16,000 miles

---

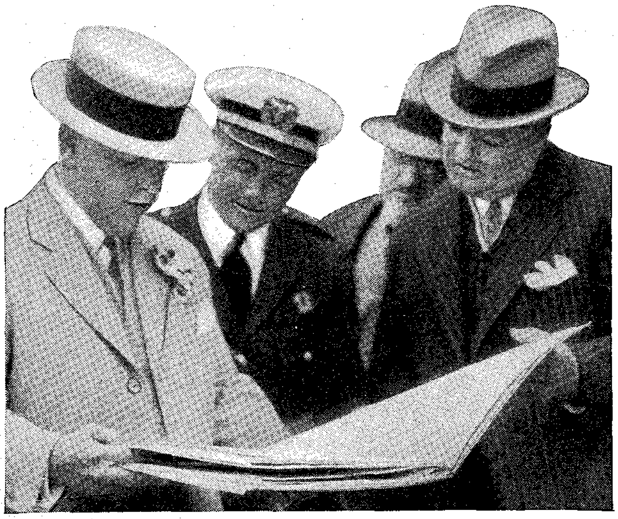
HERE you are, tire buyers! Some real food for thought before you buy tires! Facts and figures . . . backed up with pictured proof of their authenticity!

For the Silver Fleet . . . organized to demonstrate what Silvertowns will do in the severest sort of service . . . now gives you the plain facts on tire performance.

Fifteen silver cars, heading into the home stretch of the most grueling transcontinental tour ever dared by a tire manufacturer, provide an uncolored picture of what tires will really accomplish.

And with the tour yet uncompleted . . . with the final record yet unwritten . . . the makers of Silvertowns already can say . . .

"Just try to beat this record as it stands—with any tires but Silvertowns!"



NEW SCROLL STARTS EAST. *Mayor Rolph, of San Francisco, signs a new Good-Will Scroll addressed to Mayor Walker and the people of New York City.*

For the Silver Fleet is now well past the 16,000 mile mark. 44 tires still contain their original air . . . 44 of the original 60 Silvertowns have never been off the rims . . . for even so much as a nail puncture.

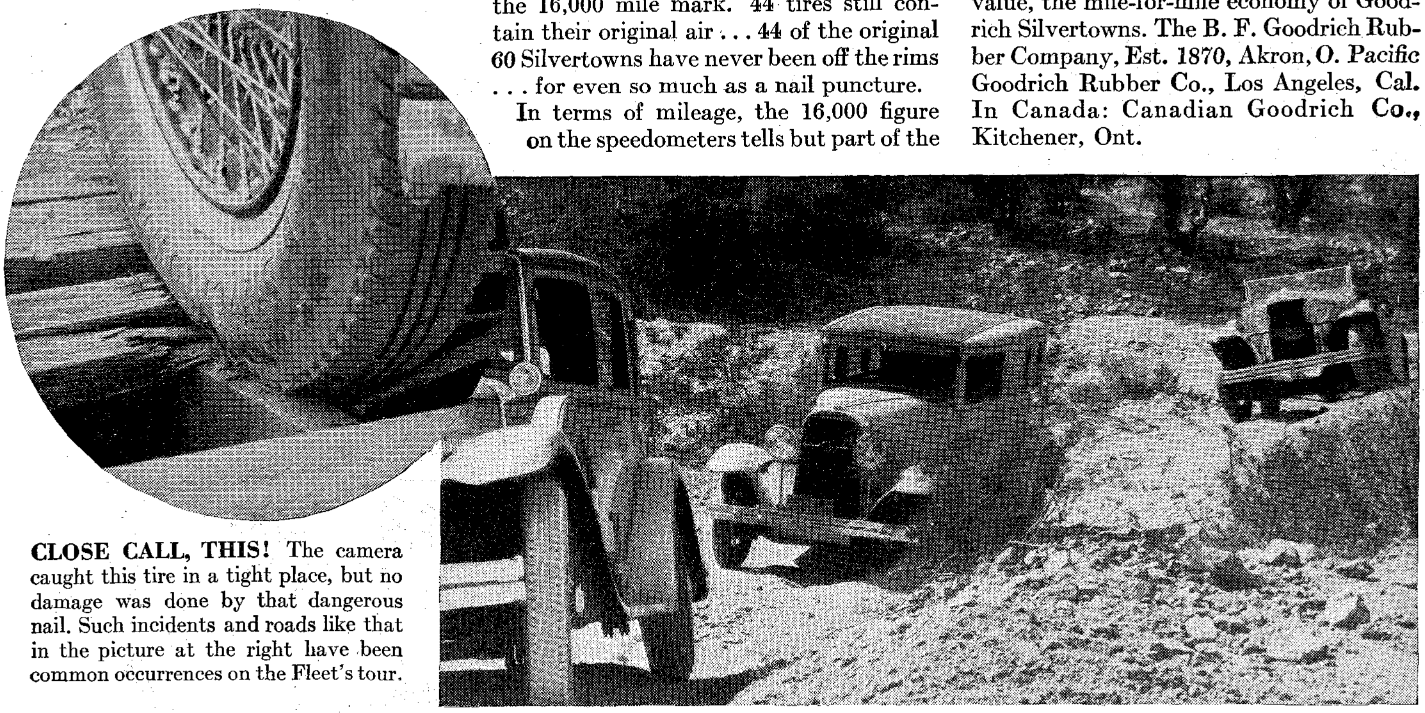
In terms of mileage, the 16,000 figure on the speedometers tells but part of the story. Remember that 16,000 miles is the accomplishment of 5 dozen tires. All told, the Fleet has piled up a grand total of a million tire miles . . . with no major troubles in that amazing distance.

But the most important point of all is this . . .

These tires are standard casings, just like your nearest Goodrich dealer has to offer. They receive no care you cannot give them yourself . . . and the performance they give illustrates the service you, too, can get from Silvertowns.

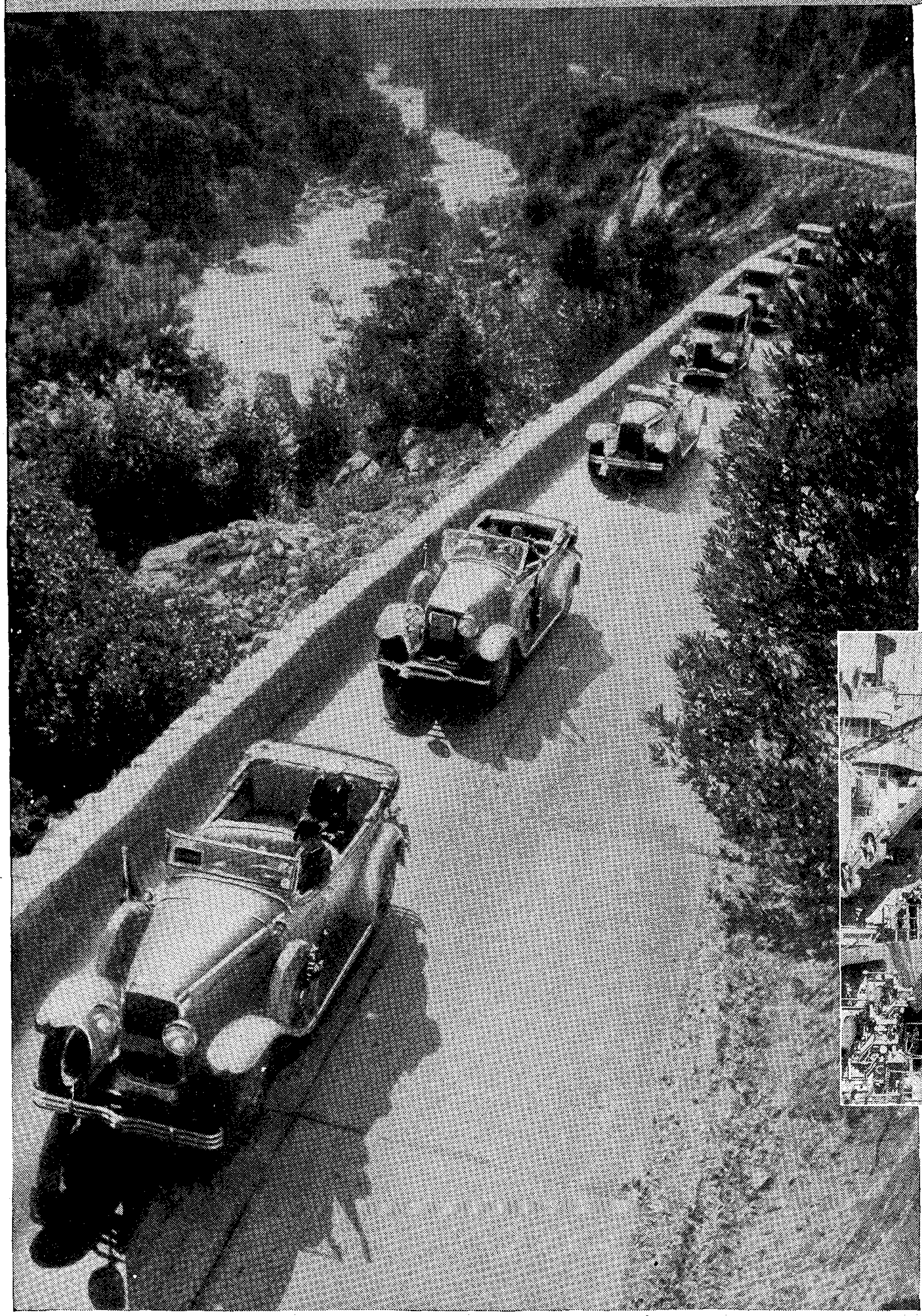
By all means, see the Fleet, if it has not yet passed through your section of the country . . .

But in the meantime, visit your nearest Goodrich dealer. Surely, you need no further proof now of the greater value, the mile-for-mile economy of Goodrich Silvertowns. The B. F. Goodrich Rubber Company, Est. 1870, Akron, O. Pacific Goodrich Rubber Co., Los Angeles, Cal. In Canada: Canadian Goodrich Co., Kitchener, Ont.

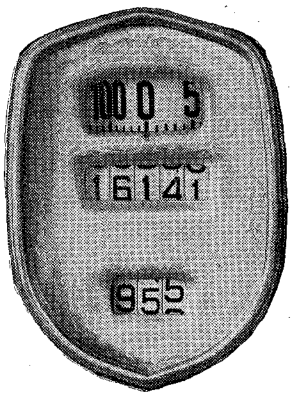


CLOSE CALL, THIS! The camera caught this tire in a tight place, but no damage was done by that dangerous nail. Such incidents and roads like that in the picture at the right have been common occurrences on the Fleet's tour.

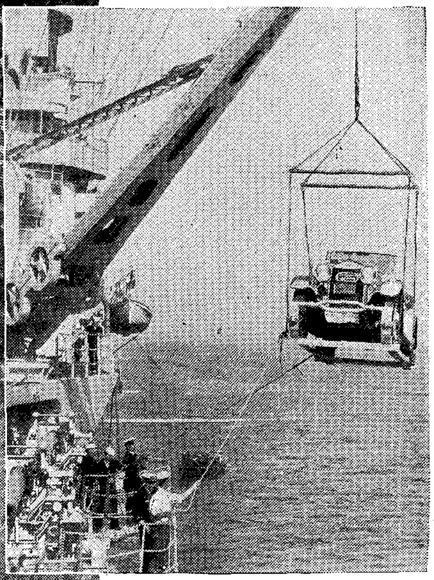
Goodrich ◆ G ◆ Silvertowns



THROUGH THE SCENIC WEST COAST. An interesting shot of the Fleet as it paused on its way northward through one of the West Coast's beautiful valleys. Such roads are welcome relief to pilots, who have become used to back trails and by-ways in their search for the toughest going.



16,000 MILES, PLUS! This photo, delivered by air mail, shows the mileage of the Fleet as this page was sent to press.



FLEET VISITS FLEET. Here you have one of the cars of the Silver Fleet being hoisted aboard the Airplane Carrier, *Saratoga*, when cars and pilots visited the Pacific Fleet off the Coast of Southern California.

SILVERTOWN DE LUXE (*Left*) Superlative style combined with superlative service . . . a tire that outlives your car. Its very lines say "Built to master every road."

THE FAMOUS SILVERTOWN (*Right*) The recognized standard of tire quality everywhere. Stretch-matched cord construction and water-curing have made it famous for real service wherever tires are known.

GOODRICH CAVALIER (*Center*) A brand new tire. High quality at amazingly low prices. Made like Silvertowns, it is the choice of hard drivers and keen buyers.

Goodrich Silvertown

MOTORING · AND · AVIATION

THE SKY-CRASHER PERIL ON THE *YELLOW BIRD*

Acme Newspicture

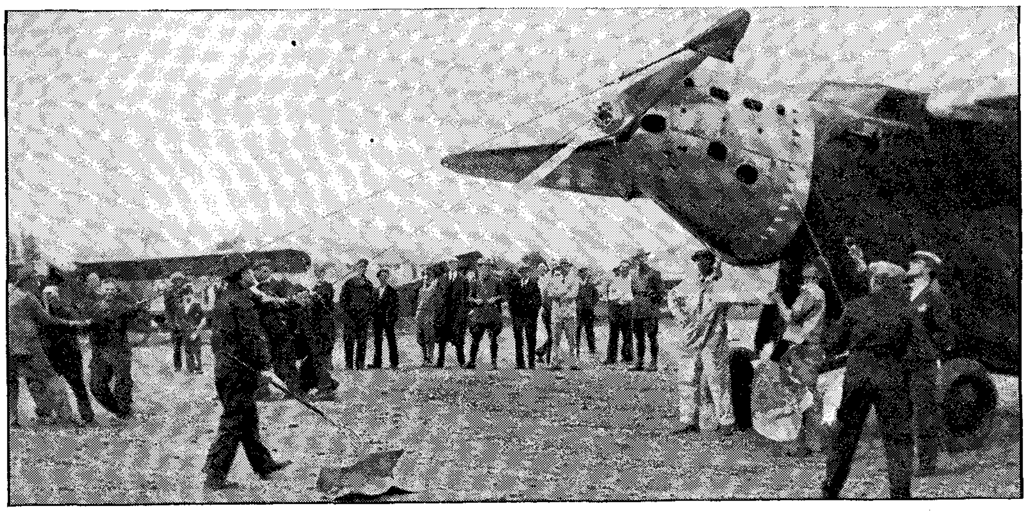
AN IRONICAL "WELCOME" FOR THE STOWAWAY

With his American flag and his cigaret, the intruder failed to realize that the Parisians were politely "kidding" him.

A NEW FLYING PERIL, one they had never bargained on, faced the horrified aviators. As if there were not enough of the old, predictable dangers on every hand—below, the waves of the Atlantic; all around, great fleecy clouds that looked innocent, but were full of treachery; deadly "holes" in the air that might at any moment plunge the plane into the sea! Hundreds of leagues ahead lay Paris and victory. Fewer leagues behind lay America and admission of defeat. The tail of the plane was heavy, terrifyingly and unexplainably heavy. They had figured on everything but this. And then the tail-heaviness was explained. Suddenly the birdmen found themselves face to face with this newest danger of the skies—the airplane stowaway, the sky-crasher, in the person of a dark, badly scared, but smiling, young man who emerged from the storage space in the aircraft's tail. It was the audacious and reckless Arthur Schreiber of Portland, Maine, the twenty-two-year-old who had hidden himself aboard the single-motored Bernard monoplane, *Yellow Bird*, for its transatlantic flight. Possibly he had the idea of being a co-mascot with the little alligator the French flyers carried for luck. It was a dangerous moment for all of the four humans aboard the frail craft. The first reactions of the outraged aviators—Armeno Lotti, Jr., Réne Lefevre, and Jean Assolant, who had left his American bride of a few days behind him in New York—were angry and violent. Should they "smash his face," "wring his neck," "drop him overboard," or turn back to Old Orchard, Maine whence they had started? All these expedients were thought of, we read, and suggested. The last-named course was possible since they were not more than twenty minutes away from the starting point. But they went on, despite the dangerous added weight. And they devised a punishment to "fit the crime" for their unexpected and unwanted guest. Realizing that he had come for the thrill and that he would probably be handsomely paid by newspapers for the story of his adventures, they forced him to sign a contract agreeing to pay them half of whatever he received. Then they forgave him and shared their precious sandwiches with him.

Owing to the burden of the stowaway, they did not reach Le Bourget Field at Paris in one hop, as planned. But they landed safely on the beach at Comillas, Spain—ten years, we are reminded, after the first successful transatlantic flight, that of Alcock and Brown, in June, 1919. Then they went on to Paris and an enthusiastic welcome, arriving two days late, the first French plane to cross the Atlantic. In the minds of most observers there seems to be no doubt that the presence of their unbidden guest placed the whole party in mortal danger. Schreiber is not the first aerial stowaway. The *Graf Zeppelin* had one. But he is the first known to choose an airplane for his stunt. And to some it seems that the situation calls for legislation to deal with future air hitch-hikers. The New York *World* believes that Schreiber's act will have served one useful purpose if such legislation results, mending "a bad gap" in our aviation laws. Says this journal:

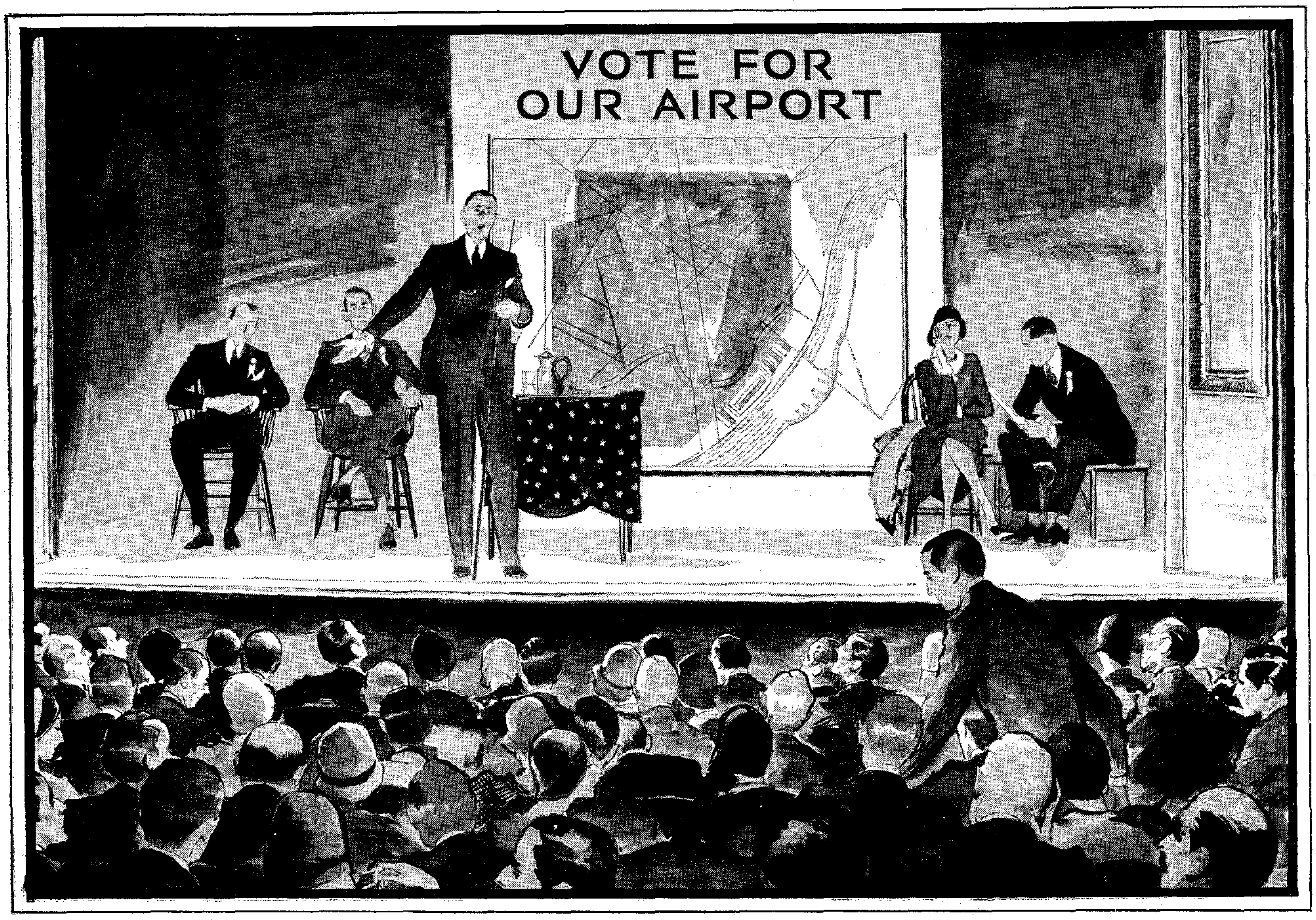
> If Schreiber were an alien seeking illegal entrance to the country as an aerial stowaway westward bound, he could be dealt with, but only under the immigration laws, with an inadequate penalty. As the case stands there is no penalty at



Acme Newspicture

A LEATHER LIBERTY CAP TO START THE *YELLOW BIRD'S* MOTOR

With ropes attached to two sides of it, the cap is slipt over one propeller-blade; then the propeller is turned over, starting the engine and releasing the cap.



"ARE WE AIR-MINDED?..."

You might never have heard of Medford, if the people of Medford had not seen a vision in the sky above the mountains of Oregon, west of Lake Klamath. . . . That was the day they realized a new map of the world is being drawn in invisible lines across the heavens! . . . That was the day they determined that Medford should be known in the skies as a harbor . . . open to the world!

Medford established the first municipal airport in the State of Oregon in 1922. By 1926 it was a regular port of call for the Pacific Air Transport. In 1928 a fleet of twenty-six ships arrived, including three great tri-motored Ford planes. Medford began to feel cramped!

When a vote was taken on a bond issue of $120,000 for a Class A airport, it was the largest ever polled at a special election in Medford, *and the bond issue was carried by a majority of* 2248 *to* 182!

This awareness of the small towns and cities of the west to the great significance of commercial aviation is worthy of serious consideration. For the town that ignores the possibilities of reaching the world through the sky is deaf to the call of real opportunity.

In the course of the next few months you will see new names come into prominence, names that are little known today. You will hear of Waynoka as an air-rail junction . . . of Clovis as a terminal of importance . . . of others north, east, south and west. . . .

From an economic viewpoint, this year will be one of the most important in the development of the new transportation. Great transportation lines will be inaugurated, tying city to city, ocean to ocean, continent to continent, by routes that will be measured not in miles, but in terms of time. *Already it is possible for an airplane to take off in St. Louis and reach any part of the United States within twenty-four hours. Already planes have kept aloft for more than a week of continuous flying.*

As the development of the automobile depended upon the extension of good roads, so the general usefulness of the airplane depends now upon the establishment of landing fields, lighted routes, and markers visible from the sky.

It is noteworthy that over 5000 cities and towns with population from 1000 to 50,000 have placed aerial guides upon their roofs, both to identify themselves and to assist in the navigation of the air. Some face the sky conspicuously. Some vaguely. *But the great majority of American towns and cities are virtually blank spaces from the sky!*

With cities like Oakland, Miami, Cleveland and a score of others actually operating and profiting by air-terminals, just as they do by railroad stations and shipping wharves, it seems extraordinary that there are still so many neglecting their opportunities.

Many great corporations like Ford and Standard Oil make it a practice to mark their properties, to be clearly identified from above. For the ships of the air are already vital factors of commerce, looking always for new harbors and new markets!

FORD MOTOR COMPANY

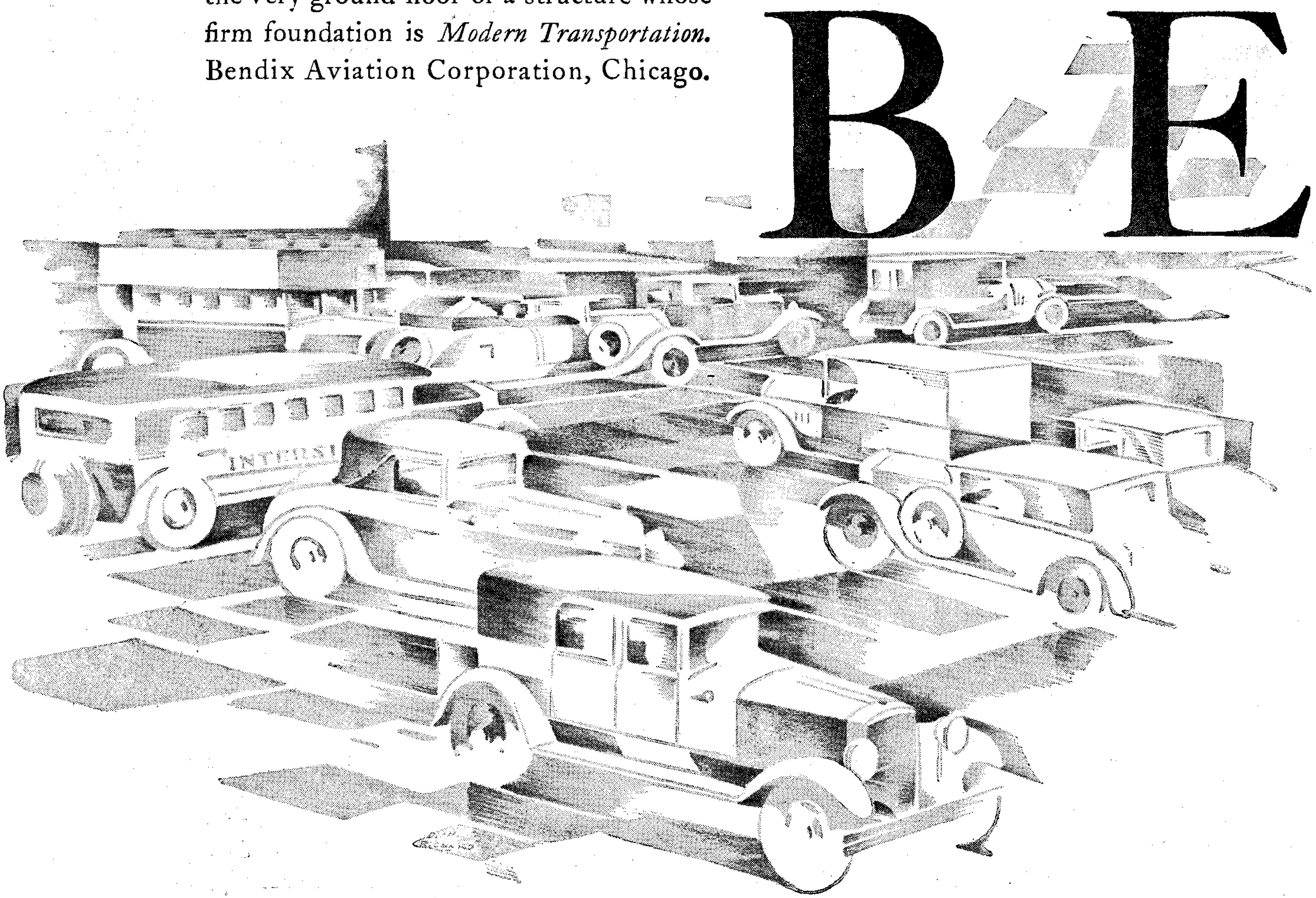
Purveyors to that Giant, *Gasoline Power*

Asleep under the hood of your car, or in the wings of a plane, is that modern giant, Gasoline Power . . . ready to leap to life at the touch of the Bendix Drive, or the Bendix Aviation Starter. These Bendix products are standard on most automobiles, and on most completely-equipped airplanes.

The giant has been a more obedient servant of Civilization ever since the tremendous energy he represents came under the precise control of Bendix Brakes . . . used on the majority of motor vehicles and on the thoroughly modern airplanes.

The life spark and vital energy of the giant come from ignition and carburetion equipment, also important Bendix products.

Here are the essentials of starting, of going, and of stopping, in this age of Gasoline Power. These essentials are destined for soundest, responsible, foresighted development by the Bendix Aviation Corporation. Its units, always individually great, now compose the very ground floor of a structure whose firm foundation is *Modern Transportation.* Bendix Aviation Corporation, Chicago.



NDIX

AVIATION CORPORATION

BENDIX BRAKE COMPANY, SOUTH BEND, IND.—BRAKES FOR AIRPLANES AND MOTOR VEHICLES
BENDIX SERVICE CORPORATION, CHICAGO—NATIONAL SERVICE FOR BENDIX PRODUCTS
BENDIX-COWDREY BRAKE TESTER, INC., FITCHBURG, MASS.—BRAKE SERVICE EQUIPMENT
ECLIPSE MACHINE COMPANY, ELMIRA, NEW YORK—BENDIX STARTER DRIVE
DELCO AVIATION CORPORATION, DAYTON, OHIO—ELECTRICAL EQUIPMENT FOR AVIATION
ECLIPSE AVIATION COMPANY, EAST ORANGE, N. J.—AVIATION STARTERS AND GENERATORS
ECLIPSE TEXTILE DEVICES, INC., ELMIRA, N.Y.—TEXTILE DEVICES AND DYEING PROCESSES
INTERNATIONAL GERNANDT MOTORS, LTD., SOUTH BEND, IND.—AUTOMOTIVE DIESEL ENGINES
SCINTILLA MAGNETO COMPANY, SIDNEY, N. Y.—MAGNETOS FOR AIRPLANES
STROMBERG MOTOR DEVICES COMPANY, CHICAGO—AVIATION AND AUTOMOTIVE CARBURETORS
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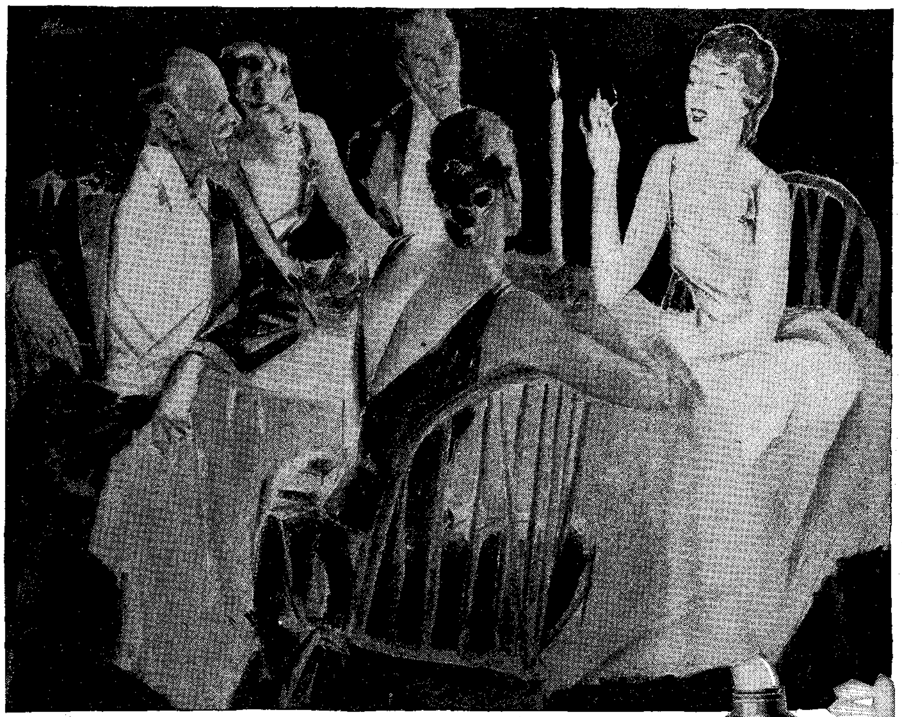
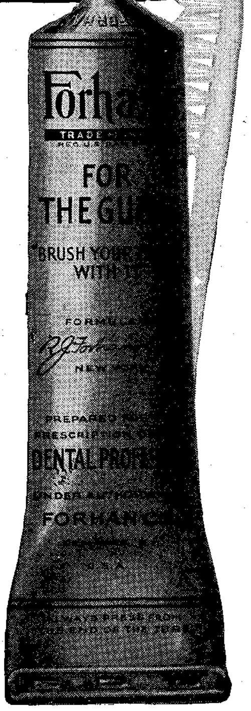




White Teeth deceive 4 *out of* 5

NOBODY'S IMMUNE*

**The Disease-of-Neglect Ignores Teeth, Attacks Gums—and Health is Sacrificed*

AS your dentist will tell you, the daily brushing of teeth is not enough. For there's a grim foe that ignores the teeth, even the whitest teeth, and launches a severe attack on neglected gums. It ravages health. It often causes teeth to loosen in their sockets and fall out. And it takes as its victims 4 persons out of 5 after forty and thousands younger. It is Pyorrhea.

Don't let white teeth deceive you into thinking that all is well. Provide protection now. It is easier than relief. For when diseases of the gums are once contracted only expert dental treatment can stem their advance.

Have your dentist examine teeth and gums thoroughly at least once every six months. And when you brush your teeth, brush gums vigorously. For additional prophylaxis use the dentifrice made for the teeth and gums as well... Forhan's for the Gums.

Once you start using Forhan's regularly, morning and night, you'll quickly note a distinct improvement in the condition of your gums. They'll look sounder, pinker. They'll feel firmer.

As you know, Pyorrhea and other diseases seldom attack healthy gums.

In addition, the way Forhan's cleans teeth and safeguards them from decay will delight you.

Don't wait until too late. To insure the coming years against disease, start using Forhan's regularly. Get a tube from your druggist. Two sizes, 35c and 60c. Forhan Company, New York.

Forhan's for the Gums is more than an ordinary toothpaste. It is the formula of R. J. Forhan, D. D. S. It is compounded with Forhan's Pyorrhea Liquid used by dentists everywhere. You will find this dentifrice especially effective as a gum massage if the directions that come with each tube are followed closely. It's good for the teeth. It's good for the gums.

New... Forhan's Antiseptic Refreshant

It's the perfect mouthwash. It sweetens breath and taste and refreshes mouth. It is good for sore throat. It is a safe, pleasant antiseptic mouthwash, that has no telltale odor. Try it!

Forhan's

FOR THE GUMS

YOUR TEETH ARE ONLY AS HEALTHY AS YOUR GUMS

MOTORING AND AVIATION

Continued from page 48

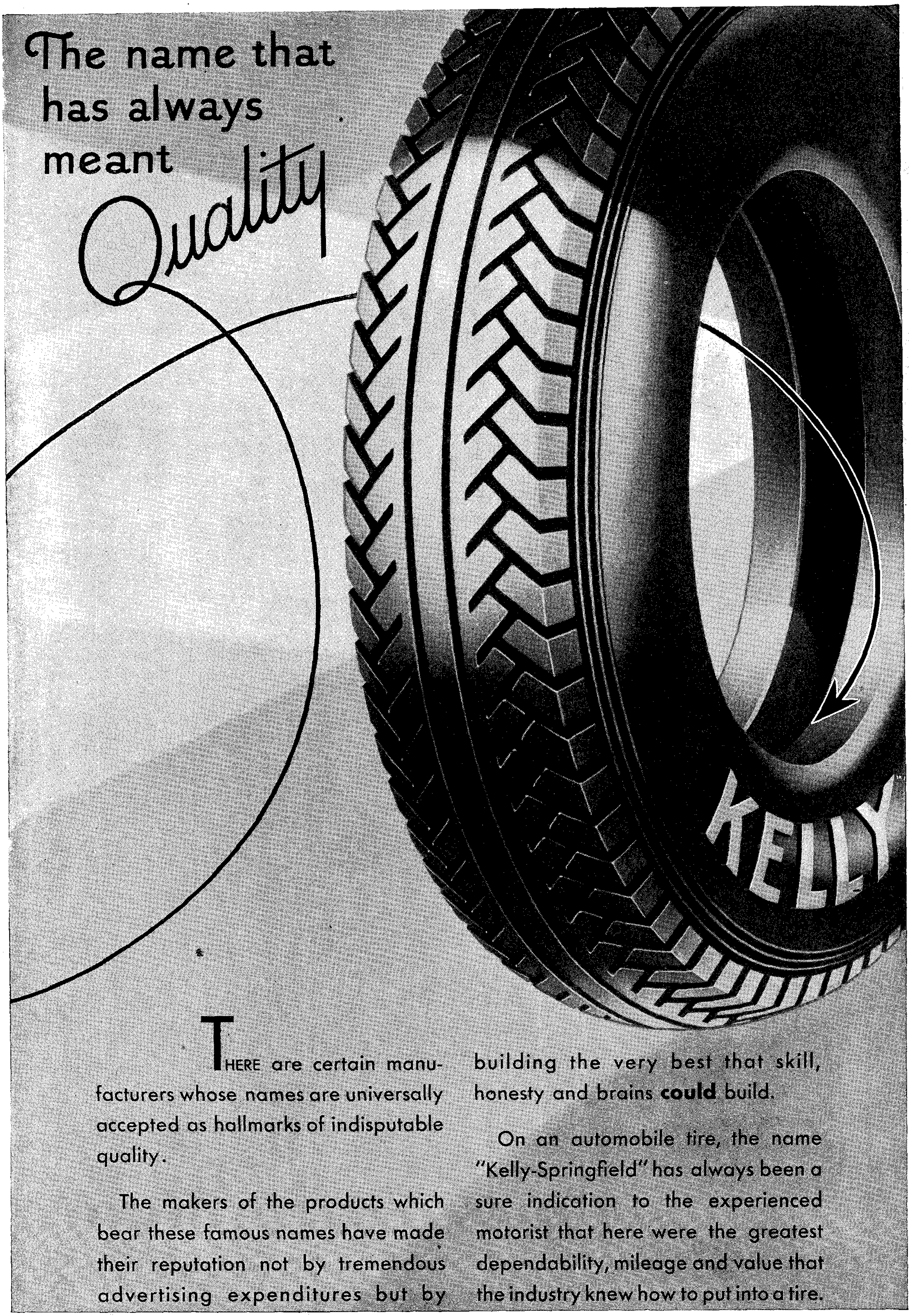
all. Apparently he can not be punished as he deserves.

This lack of law should be supplied. The country is becoming air-minded. Aviation is at last making swift progress. The railroads are taking it up, using airplanes to supplement train service. New passenger lines are being opened. Privately owned planes are becoming fairly numerous. In any one of the thousands of planes now being operated a stowaway might expose pilot and passengers to the imminent peril of death. Only the unusual size and power of the *Yellow Bird* and the skill of Assolant averted a tragic outcome at Old Orchard when the *Yellow Bird* took off.

Since loading beyond the calculated weights involves such serious hazards, should not Congress at an early date provide statute protection for licensed aircraft in this country against stowaways? If there should be Schreibers in the future, should not the law be armed to deal with them?

Quite similar is the conclusion of the New Orleans *Times-Picayune*. Other editorial columns, altho they do not mention legislation specifically, join in denouncing the young man, and agree that something should be done. Newspaper readers seemed to feel quite as strongly, and letter columns were filled with condemnation of the thrill-seeker. A hurried survey of editorial captions throughout the country gives the tenor of the observations. "An Unpleasant Youth" is the New York *Evening Post's* keynote. "Our Shoddy Hero" that of the San Diego *Union*, which apparently has in mind the cry of Schreiber's father, "My boy is a hero!" when he heard that the flight was safely over. "Americanism at Its Worst" is the thought of the Rochester *Democrat and Chronicle*. Elsewhere we read: "A Blatant American," Washington *Evening Star;* "No Hero," Providence *Journal;* "Despicable," Adrian *Daily Telegram;* "Heartily Ashamed of Him," New York *Evening World;* "A New Kind of Thief," Chicago *Tribune*. Portland, Schreiber's home town, was inclined to ignore him, particularly on his return. Indeed, only the young man's family seemed to admire his feat. And Schreiber appeared to realize this, for, as we shall see, there was a vast change in his demeanor, for the better it seemed to most, when he returned home quietly and somewhat ashamed. The Houston *Post-Dispatch* was one of the few papers inclined to go lightly on the young man. It sought to distribute the blame, saying:

> It is surprizing that inspection of the plane just before it departed on a transoceanic trip was so cursory that the presence of the stowaway was not revealed. It would seem to the layman that before undertaking a flight of such importance, inspection of the ship would have been so thorough that an object as large as a man's body would not have escaped notice by the inspectors. The fact that the stowaway managed to remain hidden until the


The name that has always meant Quality
KELLY

THERE are certain manufacturers whose names are universally accepted as hallmarks of indisputable quality.

The makers of the products which bear these famous names have made their reputation not by tremendous advertising expenditures but by building the very best that skill, honesty and brains **could** build.

On an automobile tire, the name "Kelly-Springfield" has always been a sure indication to the experienced motorist that here were the greatest dependability, mileage and value that the industry knew how to put into a tire.

KELLY-SPRINGFIELD TIRE COMPANY . . . NEW YORK, N. Y.

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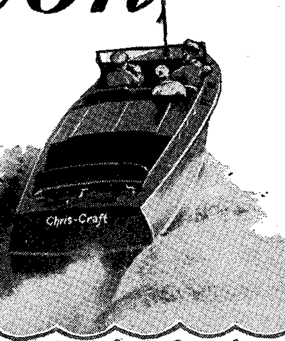

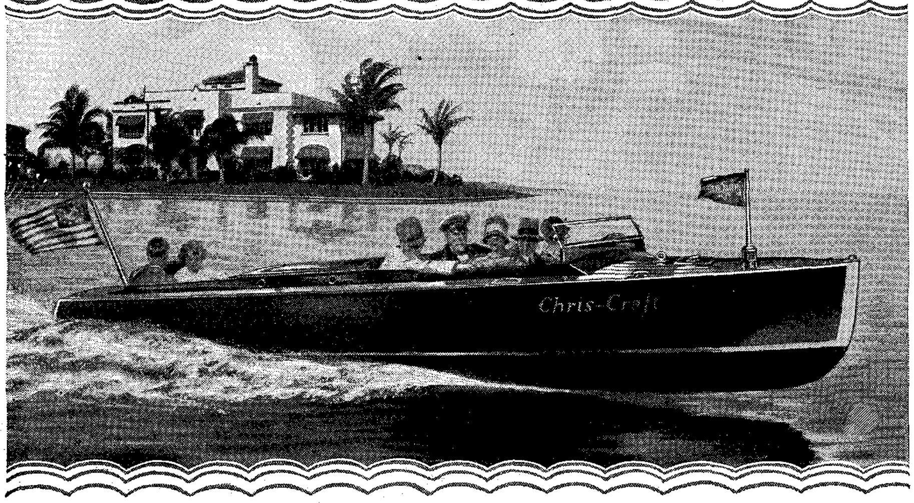

ONLY a few minutes from the hot, soggy asphalt and the dusty, lifeless air of the city, a fresh, clear, always joyous world is waiting for you—the world of the waterways. Chris-Craft owners claim this world as their own at any time—go to it from the monotony of the city whenever the mood moves them. A Chris-Craft will supplement your motor car—shorten distances, save time, simplify your transportation problems.

You'll never have such refreshing sport as you'll have on the water in a Chris-Craft—a sport that actually builds body and mind for the whole family, and for the family's guests—a sport that can be carried on for the greater share of the year in arm-chair comfort, and perfect safety! Chris-Crafting is the newest and smartest form of personal travel—pleasant to oneself and complimentary to one's most fastidious guests. Let Chris-Craft turn the rest of this year into one long vacation for you. There are eighteen beautiful models to choose from in the Chris-Craft fleet. Ask the Chris-Craft merchant for a demonstration ride. There's no obligation. Beautiful free catalog describes all models.

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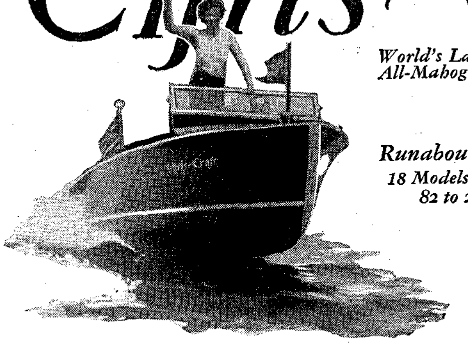

Runabouts · Sedans · Commuters · Cruisers
18 Models 22 to 38 feet 30 to 45 Miles an hour
82 to 225 Horsepower 8 to 26 Passengers
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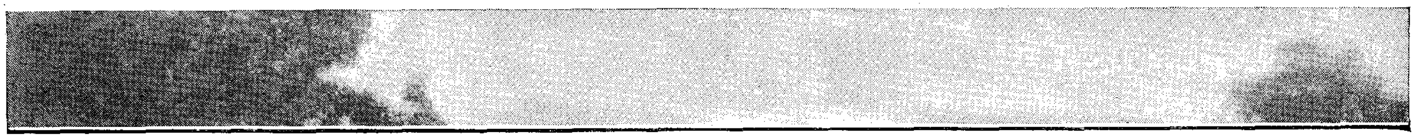
plane was far on its way is plain evidence of carelessness on the part of some one. If the real cause of all accidents to planes could be ascertained, probably it would be found that the majority of them were the result of some form of carelessness. A large number of airplanes attempting the flight over the Atlantic and Pacific have been lost, without any one knowing what became of them. In all probability, carelessness before taking off or afterward, caused them to go down. Who knows but that on some of those ships there were stowaways whose extra weight prevented the planes from reaching their goal? Had the *Yellow Bird's* gas supply failed even a few minutes before it did, no one might ever have known its fate.

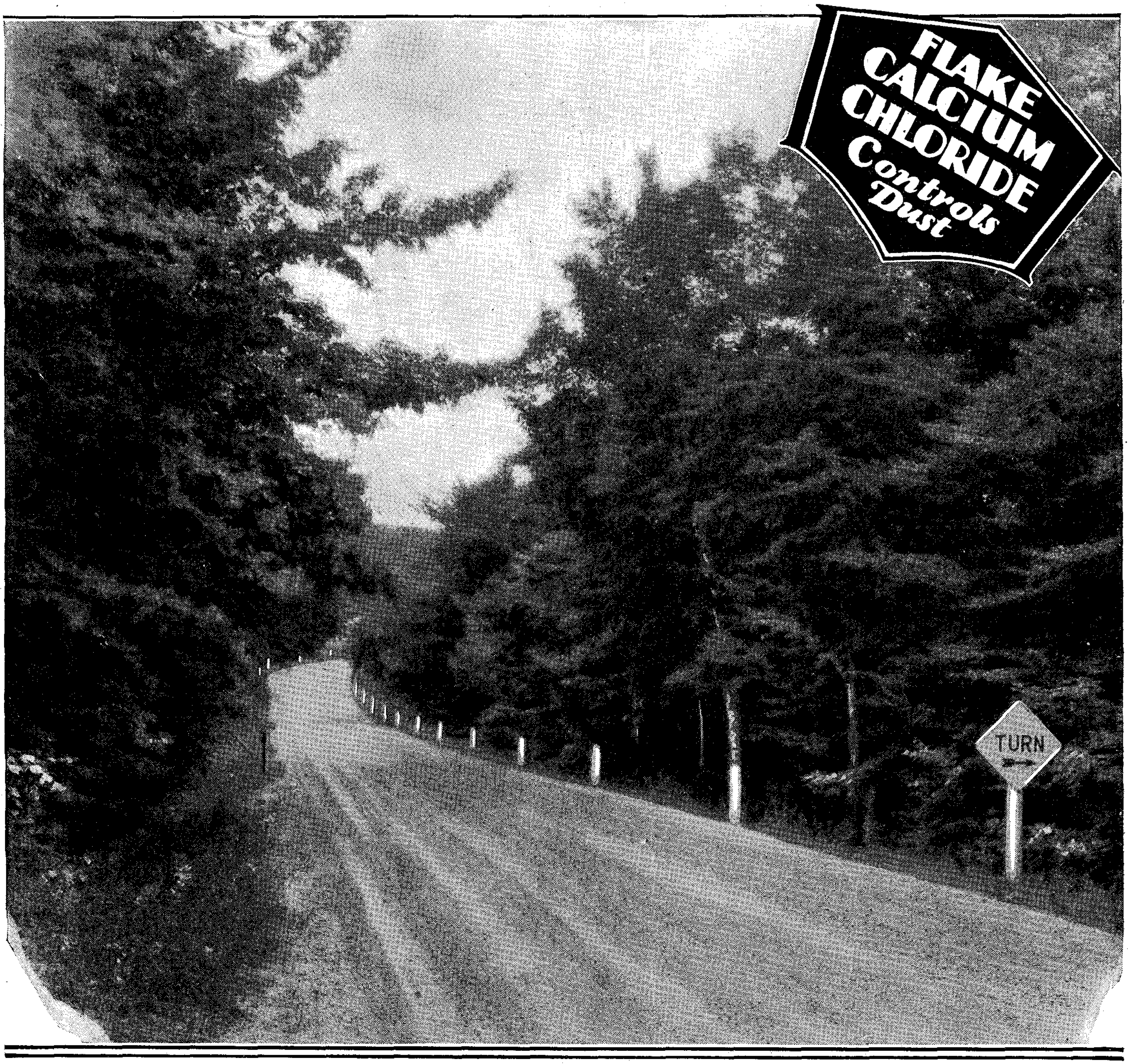
Schreiber, a canvass of editorial and news stories reveals, very largely obscured the gallant achievement of Lotti, Lefevre, and Assolant. But the New York *World*, recalling the decade-old flight of Alcock and Brown, pays this tribute to the French trio and their first predecessors:

> Out over the Atlantic Ocean, a struggle was going on in the air. Three men were flying from America to France—they landed safely in Spain, unable to complete their contemplated course—and a whole world waited anxiously to learn the outcome.
>
> Ten years before, over the same ocean, in the same air, a similar struggle was going on. Two men were flying from America to Ireland. But the world did not wait to learn the outcome. It knew little about the flight, as a matter of fact, for it had been advised of the departure by only a few routine dispatches. "Neither Capt. John Alcock nor Lieut. Arthur W. Brown," says Bruce Gould in his new book, "Sky-Larking," "received the acclaim for their exploit which it legitimately demanded." The weather did not turn out as well as they had hoped, and much of the time they were flying through fog and sleet, a task made doubly difficult by reason of the fact that they did not have the modern instruments which assist the flyer under these conditions. Sometimes they did not know whether they were flying right side up or upside down. Nevertheless, Lindbergh himself did not turn in a prettier job of navigation than they did. "We'll hang our hats on the wireless towers at Clifden," said Brown when they left; and the wireless towers were dead ahead when they sighted land.
>
> In short, they set out to win, and they won. And it detracts nothing from other brave men, it seems to us, to toss them a bouquet. In the case of Alcock, it will have to be a flower on his grave, for he was killed shortly after his great exploit, ironically enough in a flight over the Seine that should have been as safe as a taxi ride. But Brown is still alive, and no doubt, as he scans the papers for news of the gallant Frenchmen, thinks of other head-lines, on a morning ten years ago.

Lotti, Lefevre, and Assolant took off from Old Orchard on the morning of June 13. Late the next day they came down, out of fuel, on the beach near Comillas, Spain. On the morning of the 16th they left for Paris, where they arrived that night, after two more stops for fuel.



No Dust Here



THERE is no dust here. This road has been treated with Flake Calcium Chloride. Small flakes of this modern dustlayer have drawn moisture out of the air and held it in the road surface.

Thousands of communities now have roads like this—firm, moist, wonderful to drive on. Some states have dust-proofed all trunk line highways. Nature's colors are unspoiled by dust, air is clear—motoring a joy.

Thousands of other communities still endure the dustcloud from dusty, crumbly roads. What citizen can excuse himself for not proposing dust control in his community? Dustless roads last longer. Even detours are well kept. They cost less to maintain. Have your community arrange its road budget to include a trial carload of Calcium Chloride. It always wins public approval. Ask for Booklet H.

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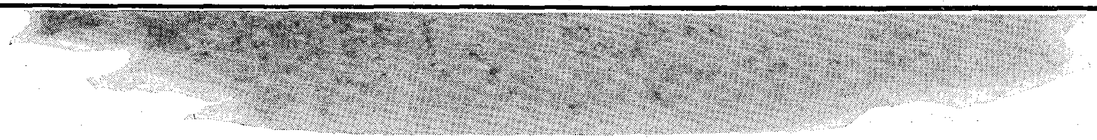

This is not a hard surfaced road—just a gravel highway moistened with Flake Calcium Chloride

LEANING
on the LEVER

The old Lifting principle as applied by Modern Management

The most interesting fact about Modern Management is that its logic is as old and as so as the hills.

With Archimedes, 2000 years ago, it says, today, "Give me a place to stand, and the right *levers*, and I will move the world."

With vision, based on dependable facts and figures, Modern Management makes for itself the "place to stand." And it *leans on its levers*. With sound Organization, Research, Budget Control, System, Order, it lifts with ease and precision its ever-increasing load of greater and greater accomplishment.

To assist Management in the right selection of these most effective tools of business is the service of Modern Accountancy. It contributes the resources of specialized knowledge and experience to developing the lifting, saving, economic practice of *"leaning on the lever."*

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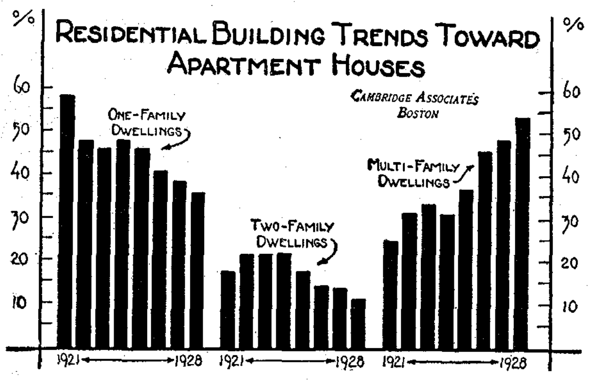
INVESTMENTS ▾ AND ▾ FINANCE

BECOMING A NATION OF APARTMENT-HOUSE DWELLERS

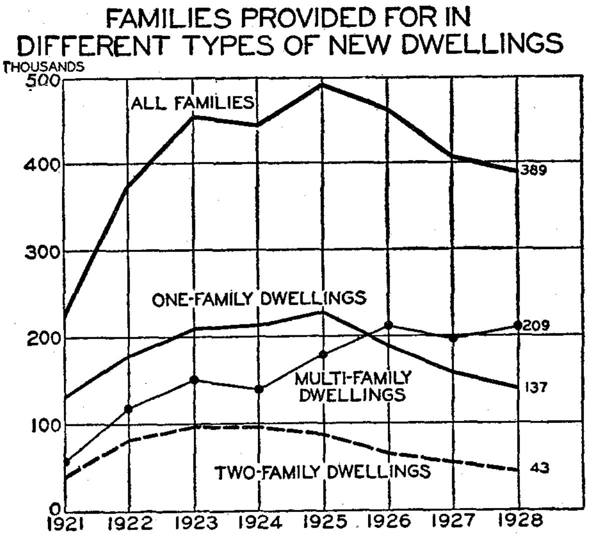
IN saying that "there is no abatement of the trend toward apartment-houses as dwelling-places in the cities of the United States," the Department of Labor is putting it mildly. It seems that, according to official figures, 1928 was not only the third year in which more families in our cities were provided with apartment-house dwellings than with single-family dwellings, but it was the first year in which new apartment-houses exceeded in number both one-family and two-family houses. This trend arouses conjecture both from the Labor Department and from the editors as to the significance of the indicated change in our habits of living. Ever since 1921 the Bureau of Labor Statistics of the Department of Labor has been receiving continuously from the same 257 cities reports on the number of families being provided with new housing and the class of dwelling being provided. It seems that, according to *The Monthly Labor Review*, homes were provided in new buildings last year for 388,678 families: 53.7 per cent. in apartment-houses; 35.2 per cent. in one-family dwellings; and 11.1 per cent. in two-family dwellings. We can see the change when we realize that back in 1921 only 24.4 per cent. of the families provided for were housed in apartment-houses, and 58.3 per cent. in one-family dwellings. Of course, when we come to a smaller group of cities of larger size, we find the trend even more pronounced. To quote from a statement given to the press by the Department of Labor:



EIGHT YEARS OF CITY DWELLING CONSTRUCTION

Showing the increasing proportion of apartment-houses, according to Labor Department figures.

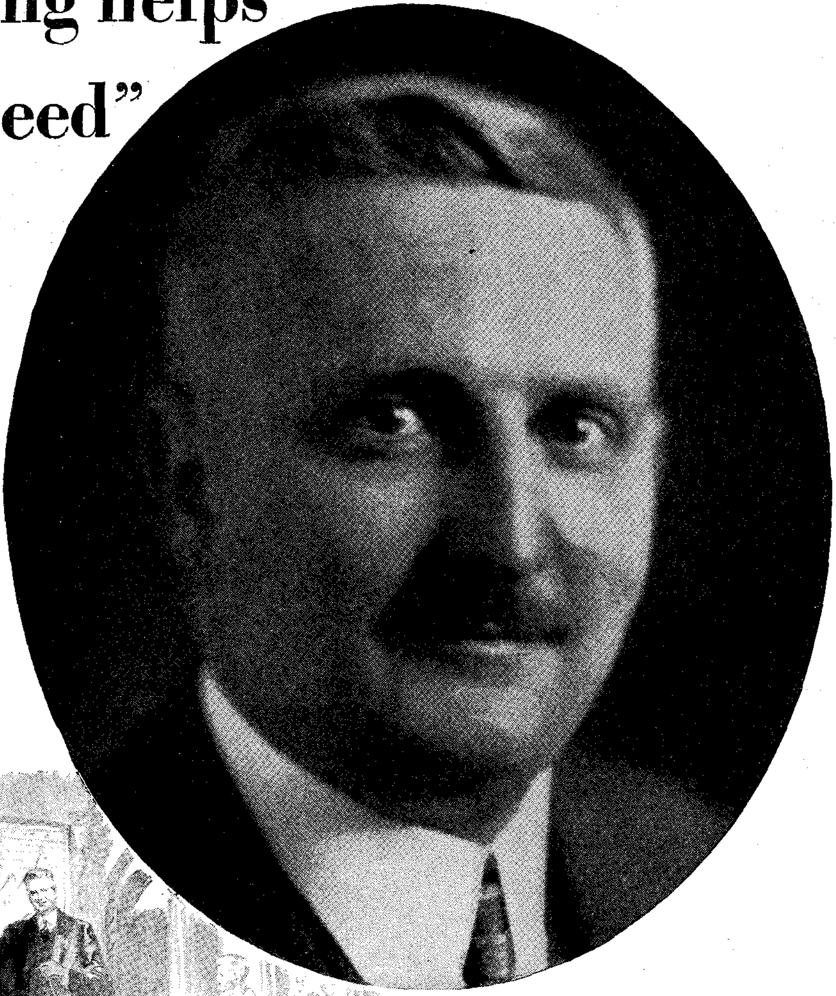
> In the fourteen cities of the United States having a population of half a million or over, 67.2 per cent. of the families provided for in 1928 were housed in apartment-buildings, 22.1 per cent. in one-family dwellings, and 10.7 per cent. in two-family dwellings. In 1927 the same classes of dwellings in these cities housed 60.8 per cent., 25.8 per cent., and 13.4 per cent., respectively. These fourteen cities provided new dwelling-places for 236,113 families in 1927, and 232,681 families in 1928.
>
> In 1928 Chicago provided for a larger portion of its families in apartments than any other city, 80.7 per cent. of the total housing units in new dwellings being in this class of building, as compared with 12.2 per cent. in one-family dwellings.
>
> The per cent. of families housed in new apartment-houses in New York in 1928 practically equals that of Chicago, 80.3 per cent. of the new housing units being in apartment-houses, and 12.4 per cent. in one-family dwellings.
>
> Baltimore built a larger proportion of one-family dwellings than any other city in this population group, 86.4 per cent. of the dwelling units for which permits were issued in 1928 being in one-family dwellings, and only 13.6 per cent. in apartment-houses.
>
> Most of the cities having a population of from 25,000 to 500,000 provided more new family housing units in one-family dwellings than in apartment-houses. Even in the smaller cities, however, the popularity of the apartment-house is growing.



From the National Industrial Conference Board's *Bulletin*

It seems significant to the National Industrial Conference Board that while total residential building apparently fell off slightly in 1928, the number of families provided for in multi-family dwellings in 257

"I taught this Sunday School Class how wise investing helps young men succeed"



Joseph H. Hasbrouck, president of the Penn National Bank and Trust Company, Reading, Pa., is an influential member of the banking profession in Pennsylvania and has taken a prominent part in the industrial and civic development of Reading.

Joseph H. Hasbrouck, president of the Penn National Bank and Trust Co., Reading, Pa., tells a human story of twenty boys . . . and what happened.

"ABOUT ten years ago," said Mr. Hasbrouck, "I was persuaded to take on, for special instruction, a Sunday School class of about twenty boys, to teach them the principles of safe investing. A fine bunch of boys, they were.

"The purpose of this class was not to make money—although they did make it—but to teach these boys how to invest intelligently and wisely. Each boy put in a certain sum—what he could afford—each week. Every fourth or fifth week we bought another $100 bond. When dividends were declared, each boy was entitled to his pro-rata share.

"I taught them what underlies a bond. I taught them what the various types of bonds are,—real estate bonds, railroad, municipal, public utility—and I taught these boys to read the actual words that are printed on each kind of bond, to know what they really mean.

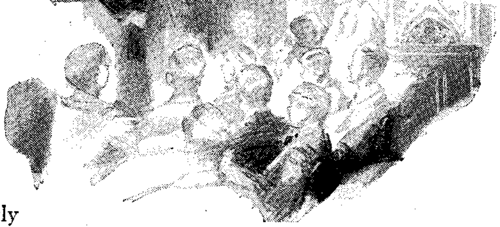
"But the interesting thing about this class," added Mr. Hasbrouck, "was that while half of these boys were the usual happy-go-lucky fellows, the *other* half were actually interested enough to go on studying the principles I had taught them, and have gone on investing regularly, to this day.

"And most gratifying of all, to me—*two* of these boys—who met in this Sunday School class ten years ago—had each saved and invested so consistently that just recently they were able to start in business for themselves, as partners, on the capital they had amassed.

"This experience was so satisfying," Mr. Hasbrouck concluded, "that I only regret my business affairs no longer permit my doing the same work with other groups of boys."

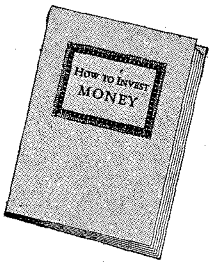
* * * *

THE VALUABLE LESSONS Mr. Hasbrouck's Sunday School class was fortunate enough to learn at so early an age, include what every investor should know. Mr. Hasbrouck impressed upon these boys that the *first* principle in investing, is *safety*, and that any program of investing, to be sound, must be founded on this principle.



"I taught these boys to read the actual words that are printed on each kind of bond, to know what they really mean."

The average investor, in setting up a plan to win a competence for himself, should consult a banker, or a high grade investment house before he buys. Here he will learn how much he can reasonably expect to get, in income, without jeopardizing safety. He will learn how any program of investing should be spread over bonds of various sorts—how the principle of diversification establishes another fundamental safeguard for his money. From the banker, or high grade investment house, too, the average investor can expect an understanding and intelligent diagnosis of his own individual needs.



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As a help to all who are interested in studying the principles of sound investment, S. W. Straus & Co. has prepared an interesting, easy-to-understand booklet, "How To Invest Money." Every person seriously concerned in safeguarding his future should own a copy of this booklet. It will be sent without charge. Write for booklet G-1012

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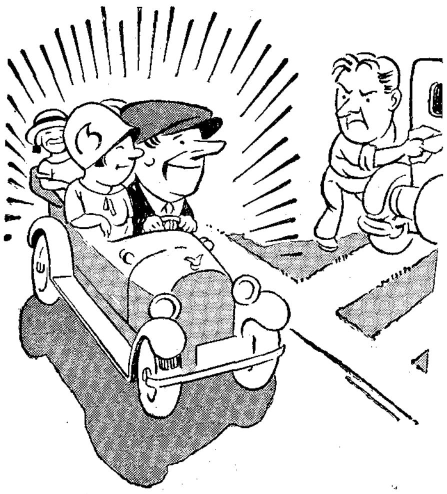

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INVESTMENTS AND FINANCE
Continued

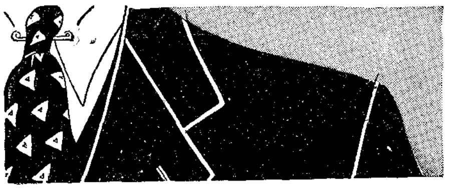
cities actually increased. Commenting on the chart which is reproduced at the bottom of page 56, this statistical authority says, in its *Conference Board Bulletin:*

> The provision of one-family houses reached its peak in 1925, and has since fallen off considerably; that of two-family houses was at its maximum in 1923, and in 1928 was less than half as great. On the other hand, the number of families provided for in multi-family dwellings in 1928 is practically the same as at the maximum, in 1926, altho the total number of families provided for has fallen off considerably since that year. From 45.4 per cent. of all families provided for in 1926, the share falling to multi-family dwellings advanced in 1928 to 53.7 per cent. of the total.

The change from single-family to multi-family dwellings is bound to have its influence on our social, economic, and political life, we read in *The Monthly Labor Review*. For one thing, "fewer apartment-house dwellers are home-owners." And from the standpoint of labor, "apartment-house construction is changing the character of building labor by giving more opportunity for work to certain trades, namely structural iron-workers, concrete-workers, marble- and stone-cutters, etc., and less to other trades, especially carpenters."

The social tendencies involved in this shift, while less easy to appraise than the economic, are of concern to the entire nation, declares the New York *Times:*

> Always a race of nomads, Americans are rapidly deserting their single-family houses —even the two-family type seems doomed —for quarters in apartments. Responsible for the change are in part the new comforts and advantages to be found in modern apartment houses. The movement began in the big cities. It is now spreading throughout the country.
>
> One result is to increase the sense of impermanence, already strong among Americans. The idea of the "old home" has always loomed larger in fiction than in fact. This was inevitable in a new country, where the incentives to "take up and move" have always been strong, and where the European custom of preserving property intact for a single heir has never widely prevailed. Economic changes have hastened the process.
>
> This heightened preference for living in apartments is the final break with the rural tradition, the last step in urbanization. The nomads of the United States can now change with even less difficulty than the Arab, who has at least to fold up and carry his own tent. Our apartment-dwellers have only to send for a moving-van (how lucky are the Arabs in certain respects!) and move into quarters which are the exact reproduction of those which they vacated.
>
> Invasion of suburban regions by apartment houses has been marked by a curious failure to preserve some of the charm of the countryside while providing multiple dwellings. In the cities there has, as a rule, been little more than a back yard or a small plot of ground to remind the single-house dwellers of the "great open spaces."



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Wet your hair. Massage the rich, tonic pine-tar lather of Packer's Tar Soap well into the scalp. Rinse. Again lather, massage and rinse thoroughly—finally with cold water.

In severe cases, do this every other day until scalp clears up. In milder cases, every 4 or 5 days. To prevent recurrence, keep up *regular* weekly Packer shampoos. Don't expect *any* now-and-then care to keep your scalp dandruff-free.

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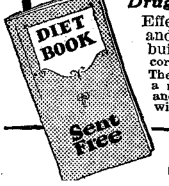

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Frederick Guillot, Chef de Cuisine, The Hotel Astor, New York City, says: "I have never seen an American cook-book as comprehensive as 'The Blue Book of Cookery.' Every recipe is so good, so easy to make, that even an amateur cook could not make a mistake. The illustrations, the table service and the fancy dishes are as excellent as the menus which Isabel Cotton Smith has listed for every season."

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But the loss of even this can not but be felt—as witness the hardship on dogs and other pets, which are rapidly being ostracized, to the grief of many a child. Presumably, the automobile enables the apartment-house dweller to get "back to nature." But this, too, is at the expense of an increased sense of transiency.

ECONOMIC IMMIGRATION TESTS

"INSTEAD of admitting immigrants on the basis of national origins or any similar tests based on nationalistic differences, our immigrant quotas ought to be selected according to their vocational qualifications, and the economic need of the country for the particular type of work that the immigrant is trained to pursue." The New York *Journal of Commerce*, which calls attention to this suggestion, feels that if economic factors had been taken into account in handling immigration in the past, "the massing of immigrants in cities and in certain rural sections might have been avoided, problems of readjustment would have been easier, and hostility to foreign workers, enhanced by concentrated competition, would have been mitigated." But with the quotas cut down, it seems to *The Journal of Commerce* that the question of economic assimilation is not so important as it once was. On the other hand—

> It is a matter of great importance to the countries from which workers emigrate to encourage the movement of those classes that can not find remunerative employment at home. Thus, a policy of economic adjustment that might admirably suit the needs of the country of destination would often come into violent conflict with the requirements of the country of departure. England, for instance, knows something about the difficulties connected with trying to fit British coal miners into Canadian wheat fields.
>
> If economic factors were made determinant of the migration of workers, furthermore, trading interests might want to take a hand in influencing distribution. It is significant that a British student of the emigration problem, as it affects his country, has recently suggested encouraging emigrants to go to those British colonies that take the largest amount of British goods per capita. This is a quite legitimate economic move from the trader's point of view, but it is by no means certain that it would place the emigrant where he would be best able to prosper.

Romance of the Farm—Among the leading features of the Winchester Fair was the hog-calling contest.

The rules laid down to govern the contest were:

1. Volume, loudness or carrying capacity of voice.
2. Variety.
3. Charm or appeal to the hog.
4. Originality.
5. Clearness, or musical quality.
6. Appearance and facial expression of the caller in action.—*Winchester (Va.) paper.*

When the Parrot Swears.—"Furniture men see many pitiful sights" says a trade paper. No doubt they could tell some moving tales.—*Ottawa Journal.*

A Good Buy

Q.—I bought Cities Service new at 30½ and since then it has gone down. Do you advise holding on to it? What prospects has this stock? I purchased it on the installment plan.

A.—Prospects good. Hold on to it.

"What prospects has Cities Service Common?"

—asked this investor

This clipping is from one of America's great dailies, and is one of many in our files. Name of newspaper from which it was taken can be furnished on request.

"Good...Hold on to it,"

answered the Financial Editor

INVESTMENT experts, such as the one quoted in the above clipping, recommend Cities Service Common stock as an investment *to hold*—and not a mere speculation.

They base their recommendation on the fact that an investment in Cities Service is an investment not only in a great organization, but in the growth, progress and ever-increasing strength of the country.

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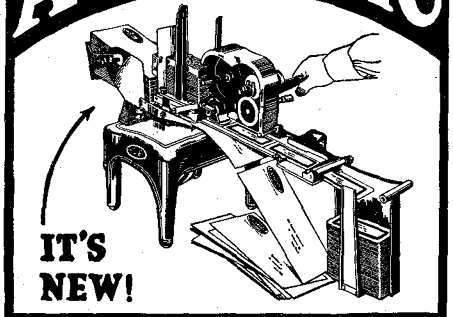

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CURRENT EVENTS

FOREIGN

June 26.—The Japanese Privy Council approves by a large majority the Briand-Kellogg peace pact, and recommends that it be ratified by the Emperor.

Gen. Chiang Kai-shek, President of Nationalist China, announces that Marshal Feng Yu-hsiang, former leader of the Central China military opposition, has resigned from his command and has decided to leave China on a foreign tour.

June 27.—The French Chamber of Deputies obtains from Premier Poincaré his promise that he will again seek to open negotiations with the United States Government for the postponement of the payment of the $400,000,000 due August 1 for purchases of American Army stock, and thus make possible the delay of the ratification of France's debt accord until after the acceptance by the Powers of the Young reparations plan.

Emperor Hirohito of Japan formally ratifies the Briand-Kellogg peace pact.

June 28.—If the changes in the United States tariff are detrimental to Canadian interests, the Canadian tariff will be altered to correct the situation, announces James Malcolm, Canadian Minister of Trade and Commerce.

Dr. Hjalmar Schacht, President of the Reichsbank and chief German delegate to the recent Experts' Committee on Reparations at Paris, expresses the hope, in an address to the German Associated Chambers of Commerce, that the Reichstag will not ratify the Young plan unless the Rhineland is evacuated unconditionally and a satisfactory arrangement is made concerning the future of the Saar.

Meetings of protest against the war-guilt charge in the Versailles peace treaty are held throughout Germany.

June 29.—Maj. Ramon Franco and his three companions, who were attempting a flight from Spain to New York, via the Azores, are rescued near the Azores by the British aircraft carrier, *Eagle*, after they had been lost at sea for a week.

July 1.—King George returns to London, fully recovered from his seven months' illness, and is warmly welcomed by the populace.

China has signed an agreement with Great Britain under which a British naval mission is to "assist in the development of the Chinese Navy," it is announced.

DOMESTIC

June 26.—Formation of the largest aviation holding company in America, with assets of more than $70,000,000, through the amalgamation of the Wright Aeronautical Corporation, the Curtiss Aeroplane and Motor Company, and the Keystone Aircraft Company, is announced.

The Prohibition Bureau's "campaign of education," designed to educate the public in law observance, is temporarily held up, it is announced, pending further consideration of it by Prohibition officials.

June 27.—Capt. Frank Hawks flies from Roosevelt Field, Long Island, to Los Angeles in nineteen hours and twelve minutes, setting a new record for an East-to-West non-stop flight.

Television in color is shown for the first time in the Bell Laboratories, New York City.

June 28.—President Hoover appoints to the Farm Board, James C. Stone of Lexington, Kentucky, President of the Burley Tobacco Growers' Association; C. B. Denman, Farmington, Missouri, President of the National Live Stock Producers' Association, and Carl Williams, of Oklahoma City, Oklahoma, editor of the Oklahoma *Farmer-Stockman*. Five more are to be appointed.

China will insist "on an early and full abandonment" by all the Powers of extraterritorial privileges in that country, declares Dr. Wang Chung-hui, Minister of Justice in the Chinese Nationalist Government, while passing through New York en route to Europe.

June 29.—Capt. Frank M. Hawks completes a transcontinental round trip by flying back to Roosevelt Field, Long Island, from Los Angeles in 17 hours 38 minutes and 16 seconds.

June 30.—Fully 90 per cent. of Canada's export liquor is destined for the United States, and $30,000,000 worth of it is delivered annually to this country, according to a statement by the Association Against the Prohibition Amendment.

The fiscal year of the Government closes with a surplus of $185,000,000, as compared with the budget estimate of a surplus of $37,000,000, according to an announcement by Secretary Mellon.

Bobby Jones wins his third national open golf championship at Mamaroneck, New York, by a margin of twenty-three strokes, his total being 141 for the thirty-six holes, while that of Al Espinosa was 164.

July 1.—Wilmer Stultz, who piloted Miss Amelia Earhart across the Atlantic a year ago, and two passengers flying with him are killed in a crash at Roosevelt Field, Long Island.

Famine Expert.—The office boy entered the sanctum of the small-town newspaper and said: "Say, boss, there's a tramp outside who says he hasn't had anything to eat for six days."

"Bring him in," said the editor. "If we can find out how he does it we can run this paper for another week."—*Columbia Record.*

Why Look for Trouble?—Two friends were talking over a projected holiday on the Continent.

"I say," said one, "how do we ask for water in Paris?"

"'Avez vous'—" began the other, then broke off. "But shall we want any water in Paris?"—*Birmingham Gazette.*

Back Seat to the Rescue.—HUSBAND (in car)—"Great heavens! The engine is terribly overheated."

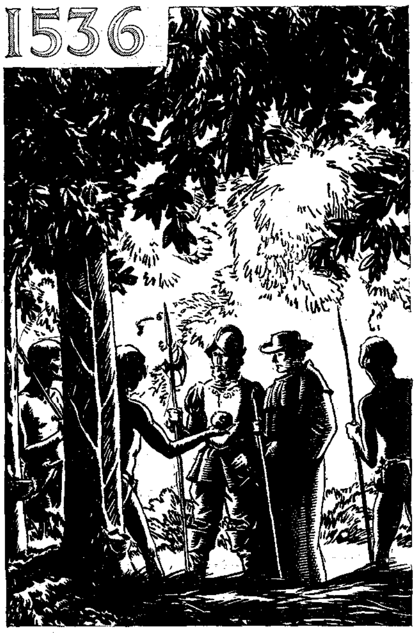
WIFE (calmly)—"Then why don't you turn off the radiator?"—*Life.*

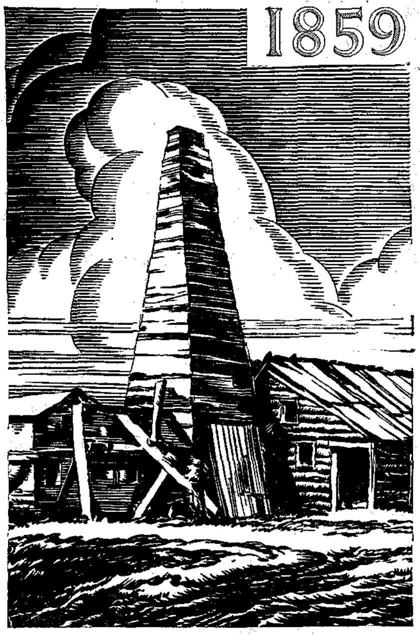
Steps on the Gas.—TIT—"In a battle of tongues any woman can hold her own."

TAT—"Yeah. But she never does."—*Life.*

Two Great Years

in the history of your motor car





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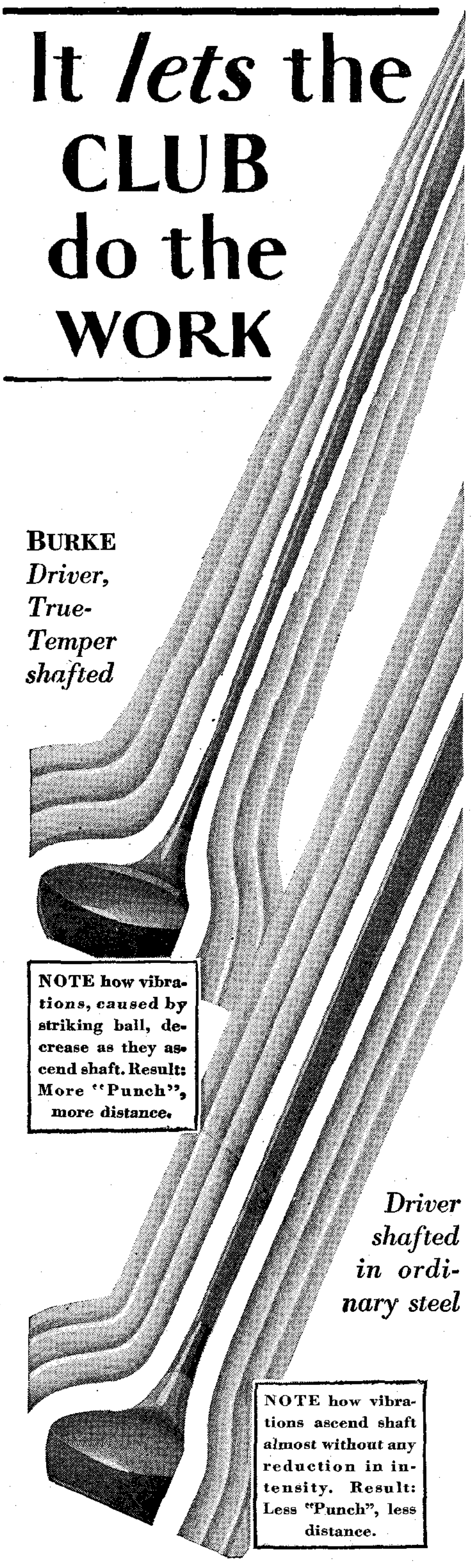

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NOTE how vibrations ascend shaft almost without any reduction in intensity. Result: Less "Punch", less distance.

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Valuable Package.—"Tommy, can you tell me one of the uses of cowhide?"

"Er, yessir. It keeps the cow together."
—*Detroit News.*

Sheer Coercion.—"Did he threaten you when he kissed you?"

"Yes, he said: 'If you scream I will never kiss you again.' "—*Kasper* (*Stockholm*).

Where's That Margarine?—A magazine article, praising exercise, says boxing increases the reach. So does boarding, and it's less strenuous.—*Rochester Times-Union.*

Just Started.—VICAR (filling in date on baptism certificate)—"Let me see, this is the sixteenth, isn't it?"

MOTHER—"Lor' lumme, sir, no! Only the sixth."—*London Answers.*

Her Finance.—"I wonder why Maude claimed she was only twenty-five when that rich old man was courting her."

"Oh, I suppose she made a liberal discount for cash."—*Montreal Star.*

Dolce Far Niente.—APPLICANT—"Well 'ere I am to see abaht that job you advertised."

BOSS—"I see. Do you think you can do the work?"

APPLICANT—"Work? Lor' lumme, I thought you wanted a foreman!"—*Answers.*

A Lamb Returns to the Fold—CURATE—"I am very glad to see you coming to church regularly, Mrs. Black."

MRS. BLACK—"Oh, yes, sir. I'll be coming often now, sir. I does it to spite me old man. He hates me going to church."
—*Baltimore Sun.*

Cheaper and Better Caterwauling.—FIRST DAD—"I am spending a lot of money for my daughter's vocal and instrumental music lessons."

SECOND DITTO—"That's foolish. A radio is cheaper, and you can get just as terrible stuff over it."—*Cincinnati Enquirer.*

Grand for the Blacksmiths' Chorus.—MAGISTRATE—"Are you sure he was intoxicated?"

POLICEMAN—"No, sir, not positive, but his wife says he brought home a manhole cover and tried to play it on the gramophone!"—*Loughborugh* (*England*) *Herald.*

Licked at the Start.—Aunty was entertaining her two nephews, and thought to educate them by the way. Putting out two pieces of cake, one much larger than the other, she said:

"Now I want to see which of you has the better manners."

"Oh, Jimmy has!" said Johnny, as he grabbed the big one.—*Montreal Star.*

Better Read His Tea-Leaves.—MISTRESS—"I hope you realize, Mary, that matrimony is a serious matter."

MAID (about to be married)—"Oh yes, mum. I ain't one to marry reckless like. I've been to two fortune tellers and a clairvoyant, and looked in a sign book, and dreamed on a lock of his hair, and been to a palmist. And they all say it's all right."
—*Pathfinder.*

SLIPS THAT PASS IN THE NIGHT

Quick Thinking.—"Why are the days longer in the summer?"

"Because the heat expands them."—*V. M. I. Sniper.*

Somebody's Foot Asleep.—The Mazama dance held at Laurelhurst Park last month was certainly a very enjoyable siesta.—*Portland* (*Ore.*) *Mazama.*

Reward of Keeping At It.—Many of the great achievements of John Philip Sousa will be recalled in a review of 26 years of Souse music.—*New York Home News.*

We'll Sit on the Grass.—Think of a sun porch on a summer afternoon—a big wicker armchair or porch swing with brick cushions.—*Gold Beach Reporter.*

Just Waves It, No Doubt.—
LINDBERGH
FLIES WITH
LEFT HAND
—*Los Angeles Times.*

Where?—Louisville—Two officers who were killed in a Prohibition raid were held to have been rightfully convicted when they appeared before Judge Charles I. Dawson.
—*Natchez Democrat.*

We Choose Strawberries.—
Good Things to Eat
Spring Fries—Strawberries, fox terrier and bulldog puppie .—*Moline Daily Dispatch.*

Coolness First.—The board reached a final decision regarding uniforms. The tourists will simply wear uniform gray hats with a Tulsa hatband and carry canes.—*Tulsa* (*Okla.*) *Daily World.*

Practise for the Tongue-Tied.—Rosa Ponselle, who nlimbed from obsiurity to leading rôles in the Metropolitan Opera, made her London début last evening and snored a senstaional success.—*St. Louis Star.*

On Its Way.—The whisky was poured in the gutter and the men placed in the Lebanon jail. Over 150 gallons have been poured out by Mr. Boyd in the past week, all going through to West Virginia points.
—*Roanoke Times.*

There's Many a Slip.—Mrs. —— was caught beneath the auto and was taken to St. Joseph's Hospital with several fractured bones. The bones were on their way to Woonsocket, R. I. to spend the holiday.
—*Norwich* (*Conn.*) *Bulletin.*

Modern Hercules. I have seen a man take a sitting hen off the nest and hurl her viciously across the floor. Evidently he did not care whether he killed her or not. He would treat a cow, a calf or a sheep in the same manner.—*Poultry Item.*

Madame Etaoin Shrdlu?—Le Congrès des femmes juives vient de proclamer la fondation d'une federation. Le Congrès a demandé une conférence mondiale, afin de réformer les lois juives concernant le mariage de la etmbgwkgp.—*San Francisco Verité.*